



PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

VOL. CLXXIII, No. 6

NEW YORK, NOVEMBER 7, 1935

10c A COPY

WHAT'S THIS?



IT IS A FRIVOLOUS, strange-looking gadget. • It is not inexpensive; it costs \$1. • To one-half the public, it is perfectly useless. • Yet during the recent period when many essential industries wept tears of red ink, the other half took this little luxury straight to its heart and has paid hundreds of thousands of dollars for it. • Which half? The feminine! The secret of its success lies in the fact that it appeals to the fundamental urge for beauty deep in every woman. Waking that urge and turning it in a hitherto unknown direction is always one of our most gratifying undertakings. Since 1933 we have presented the case for KURLASH — this patented little affair of metal and wire that curls feminine eyelashes as Nature usually forgets to do. • Result — a growing cult of eye-beauty, centered around this unique product, with sales advancing steadily every year. An accelerating, profitable business, with seven more products already wisely added, chaperoned by Kurlash. • The Kurlash success proves there's always a market for the new and unusual. All you have to do is find its fundamental chord — and strike, persistently.

N. W. AYER & SON, INC.

WASHINGTON SQUARE, PHILADELPHIA • NEW YORK
BOSTON • CHICAGO • SAN FRANCISCO • DETROIT
LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO



"Pappy's shore crazy about that corn we got up in Iowa!"

You bet your bottom dollar lowans are too! With a corn crop 90 per cent larger than last year's, Iowa 1935 farm income alone will be an easy half billion dollars. Bite into this juicy market through dominant advertising in The Des Moines Register and Tribune . . . daily circulation now 275,028 gives 43 per cent state coverage at lowest milline rates in Iowa.

TO sal
mons.
The He
this thou

The d
age sales
good p
plus-val
never he
salesman

Of th
mons lis
article,
course,
selects t
tant.

Thoro
values, I
salesman

No. 1-

you a sa
salesman
the usua

"Whatev
taches to
interest
the atten
customer
into the
sideration

No an
M. M. Z
studying
practices
into an
Upon th
NRA, it
self, who
had been
and-bug
the progr
buggy d
and alter
drastical

Vol. CLXXI
Entered as

PRINTERS' INK

NEW YORK, NOVEMBER 7, 1935

This Week

TO sales executives, Harry Simmons, Eastern sales manager of The Heinn Company, commends this thought:

The difference between an average salesman and an exceptionally good producer lies in certain **plus-values** that "the beginner never hears about and the average salesman never thinks about."

Of these plus-values Mr. Simmons lists, in this week's leading article, a total of fourteen. Of course, there are others; but he selects the fourteen most important.

Thoroughly developed, these plus-values, he says, will make every salesman a star.

No. 1—just by way of showing you a sample—is that quality in a salesman that enables him to do the usual thing in an unusual way. "Whatever that man does, he attaches to it the quality of dynamic interest and so actively intrigues the attention and admiration of the customer that he immediately steps into the limelight of premier consideration."

* * *

No amount of legislation, says M. M. Zimmerman—who has been studying the law on **unfair trade practices**—ever will convert a dud into an efficient merchandiser. Upon the judicial execution of NRA, it was the President, himself, who lamented that the nation had been turned back to "horse-and-buggy" days. Yet it has been the progress *from* those horse-and-buggy days that has complicated and altered trade relationships so drastically and so deeply as to

render economic adjustment by law increasingly difficult.

* * *

Legislation of the pending kind—Federal, State, and municipal—occupied the attention of the **A. N. A.** which last week, at Atlantic City, closed its twenty-sixth **annual meeting**. Behind the scenes—in front of which there developed a project for research co-operation between the **A. N. A.** and the **Four A's**—the advertisers talked of possible repercussions from such flare-ups as the liquor-advertising skirmish on the political war-front in Ohio. Covering the convention's close, P. I. reports the progress of the Advertising Research Foundation.

* * *

With a flourish of trumpets, the automotive industry goes into high. Advanced two months ahead of its usual time, the **New York Auto Show** booms into sight and hearing—especially hearing. An addict of auto shows, Arthur H. Little calls this year's effort the loudest yet, acknowledges his awed admiration—and confesses, on the mechanical-technical side of his consciousness, a lingering benightedness.

* * *

Outmoded, also—this in the opinion of Oscar Vogl—are most of the current methods of **merchandising beer**. Better advertising for beer, Mr. Vogl contends, will not necessarily consist of better typography or art-work, or copy; but it will be better planned.

* * *

The **A. B. C.** enacts a new code

of rules regulating the ways in which publishers may merchandise the bureau's audits. One important purpose is to prevent the issuance of literature that looks as if it had been issued, not by the enthusiastic publisher, but by the bureau, itself.

* * *

In detail, because of its broad interest, we present this week the ideas of Miss Effie Raitt, president of the American Home Economics Association, on **what the consumer wants in advertising**. You're entitled to your opinion about their practicality, but you'll

admit that her thoughts are pointed.

* * *

Ubiquitous problem: How to "sell" the dealer a **sales-promotion campaign**. One answer: Edison's "Dynamite Dozen" for Emark batteries.

* * *

One way to step-up the results of advertising is to **quote prices**. Examining into the question of price vs. no price, the Guardian Life discovered that, of inquiries that come from specific copy, agents close one sale out of nine possibilities.

CONTENTS

Personality Plus—in Selling.....7	I See Where.....71
HARRY SIMMONS	G. M. S.
Lifebuoy Wins Injunction.....12	What the Consumer Wants in Advertising.....74
Unfair Trade Practices.....15	EFFIE RAITT
M. M. ZIMMERMAN	Price Advertising.....85
Co-operative Research.....21	Copy Repetition.....89
HERBERT L. STEPHEN	Stub Pencils in Hand.....93
Public Epicure No. 1.....38	Dynamite Dozen.....97
All about Over-Drive.....43	Fair Trade Act Upheld.....103
ARTHUR H. LITTLE	First District Re-elects.....104
Merchandising Beer.....55	Editorials.....112
OSCAR VOGL	The Little Schoolmaster's Class- room.....116
New A. B. C. Publicity Rule....66	

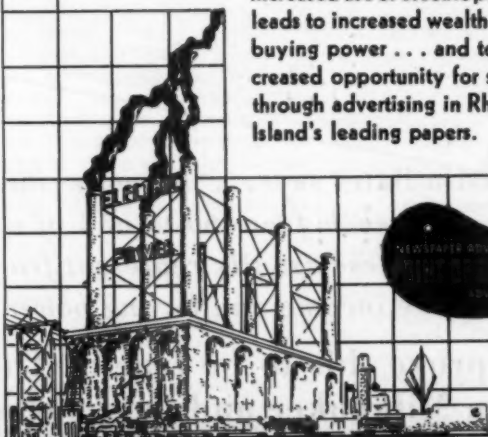
Index of advertisers page 122

Increased POWER

ELECTRIC power used by Rhode Island industries during September advanced 16 per cent. above the previous month and established a new five-year high for September.

Industries in general shared in this gain with a consequent increase in employment and a wider distribution of payrolls.

Increased use of electric power leads to increased wealth and buying power . . . and to increased opportunity for sales through advertising in Rhode Island's leading papers.



NEWSPAPER ADVERTISING
BULLETIN
ADVERTISING

Providence Journal - Bulletin

CHARLES W. BROWN CO.

NEW YORK

W. B. BROWN CO.

SAN FRANCISCO

LOS ANGELES

THE MILWAUKEE JOURNAL MARKET

Thursday, October 25, 1935 32 Pages—1 Cent Sunday

31 More Projects Approved; Work for 5,612 Here Is Near

Fernekes Kills Self to Evade Prison Life

Prices of Meat Drop as Much as 20 Per Cent

WPA Leader Hopes to Rush Dig Program

New York Unway Joined by Sued

Ransom Is Ready?

Gammer Sells on Mikado Wearing Usual Shoes

***80% Coverage of the total income of Milwaukee County**

** Based on a survey of home-read circulation by the American Appraisal Company.*

Charles Austin Bates says . . . "In many cities, one paper will reach from 60 to 65% of all the families and these usually represent from 80 to 90% of the income and buying power."

Surveys prove this to be true of The Journal in Milwaukee and its suburbs.

THE MILWAUKEE JOURNAL
FIRST BY MERIT

H. J. GRANT, Publisher

Pe

Fourte

A L
We a
mula,
us al

We
out of
tion o
proper
salesme
Values
never
average
about.
we do
day to
far en

Thes
any sal
crowd.
mistake
man—a
kind of
men re
with.
means
selling.

1. H
DEMANSH

The
apart f
of being
a ridic
extent
and co
and co
does. V
die a m
style o
salesma
a touch

Personality *Plus*—in Selling

Fourteen Qualities That Will Help Make a Good Salesman Better

By Harry Simmons

Eastern Sales Manager, The Heinn Company

ALL of us engaged in selling are constantly seeking some way to better our salesmanship and to increase our income. We are continually looking for a short-cut, some simple formula, an easy-to-learn hocus-pocus combination that will lead us along some royal road to success.

Well, there is a combination that will make better salesmen out of us, but it is not so simple as we hoped. It is a combination of Plus Values in selling that, thoroughly developed and

properly applied, will make star salesmen out of us! These Plus Values are the things the beginner never hears about and that the average salesman never thinks about. Some of them are things we do unconsciously almost every day to an extent—only we don't go far enough.

These Plus Values will make any salesman stand out from the crowd. They will stamp him unmistakably as an uncommon salesman—a superior human being—the kind of a man that other business men respect and enjoy working with. These Plus Values are the means to uncommon success in selling.

1. He does the usual thing in an unusual way.

The quality that sets one man apart from another is the quality of being different. Not different to a ridiculous extreme, but to the extent of being slightly more clever and considerably more interesting and constructive in whatever he does. While a dozen men will handle a matter of detail in the same style of routine, the thirteenth salesman will add to his handling a touch of individuality, a flash

of distinctive character. Whatever that man does, he attaches to it the quality of dynamic interest, and so actively intrigues the attention and admiration of the customer that he immediately steps into the limelight of premier consideration.

When this uncommon salesman is asked to show a sample, he is not satisfied to take it out of his bag and lay it casually before the customer. He produces it with an air of showmanship; he builds up an atmosphere of distinction with a few well-chosen phrases that play up its particular attractiveness; he lays it carefully on his customer's desk or counter.

When he writes a customer a letter, it is an interesting succession of thoughts laid out in unusual style. When he is called upon to supply a quotation, he is not content merely to set down the price; he adds to it a logical set of reasons for the price varying one way or the other and he frequently answers an objection in advance. When he calls on his customer, his is not the usual entrance of an ordinary mortal; his pleasant greeting, plus an attitude of restrained enthusiasm and

Advertising and Marketing Counsel

. . Product research, on-the-ground study of markets and merchandising, and complete advertising service in newspapers, magazines, radio, and outdoor The J. Walter Thompson Company is an organization of approximately nine hundred people, located in eighteen offices in the market centers of the world.



J. W

NEW YORK

CHICAGO

CINCINNATI

LOS ANGELES

SAN FRANCISCO

ST. LOUIS

•

MONTREAL

TORONTO

•

LONDON

PARIS

ANTWERP

THE HAGUE

BUCHAREST

•

BUENOS AIRES

SÃO PAULO

•

CAPETOWN

•

BOMBAY

SYDNEY

•

LATIN-AMERICAN

& FAR EASTERN

DIVISION



J. WALTER THOMPSON COMPANY

a definite statement on a pertinent topic of mutual interest, set him apart as a salesman of authority in his line and one to whom the customer can listen with confidence and respect. When he loses an order, he doesn't slink out of the customer's sight with his spirits drooping; he is sportsman enough to take his temporary loss with a cheerful smile and a constructive expression for the future.

2. He constantly plans how to help his customer.

A good salesman sells merchandise not by intrinsic value alone, but frequently by the addition of personal service features that make him more desirable and more valuable in the eyes of his customer than an ordinary salesman would be.

A good customer who buys regularly is entitled not only to the best merchandise available, but also to the salesman's personal co-operation in the way of suggestions and ideas picked up from other customers.

After he has learned something about his customer's business, the salesman may be able to suggest new grades or types of merchandise, new price lines, new uses, new ideas in publicity or display, improvements in ordering that will save time or money, more convenient methods of packing or shipping. Personal service of this character, offered with tact and intelligence, keeps the salesman before his customer in the most favorable light possible.

3. He constantly analyzes his customer's possibilities.

By carefully studying his customer's methods of distribution, the salesman may discover latent possibilities for lines of higher grade merchandise, or for larger quantities of lower-priced grades. He may discover that by shipping direct to branch offices he can sell his customer a larger volume and save him money. He may find that in comparison with another organization, the customer is not distributing as much of his merchandise as he should; and he will find the reason for the deficiency and

present it to his customer as a constructive suggestion.

Analysis of this kind tells a salesman how to build up his sales argument and how much future business he can logically expect.

4. He keeps in close touch with his customers.

Naturally, keeping in touch with a customer does not mean pestering him to death with unnecessary calls. Contacting must be done with good judgment—when there is a good reason, a specific need, a regularly expected visit, or a definite service to be performed. There is just as much danger of unselling by making a pest of oneself, as there is of underselling by not calling often enough. Strike a happy medium between the two extremes.

The principal reason for keeping in touch is to be "Johnny-on-the-spot" when your customer needs merchandise or services; and also to offset any intervening calls by competitive salesmen. The principal danger from keeping too closely in touch is that a salesman may waste his customer's time unnecessarily and develop a dangerous indifference to his own presence. Fortunately is the salesman who can become so friendly with his customer that he receives a cheerful warning in advance when he approaches either extreme.

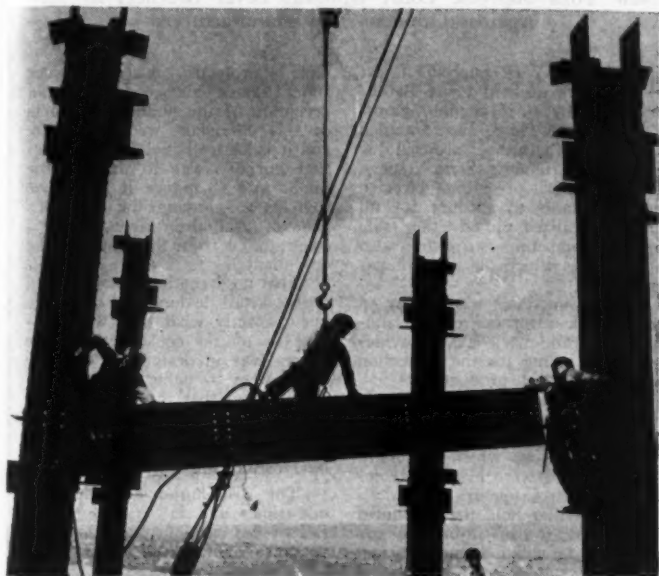
5. He has an uncommon spirit of service.

An attitude of willingness in the service of the customer is one of the finest guarantees of a customer to serve. When a customer wants something, he wants it right now, and he is in no mood to be argued out of it, or ignored, or neglected.

The customer rightly takes it for granted that you will be willing and delighted to perform any necessary service in connection with your business. But when a customer becomes so friendly that he calls on you for some personal service unrelated to business, you can accept it as a compliment and rejoice in the development of his confidence and esteem. The more friendly he becomes, the more

(Continued on page 106)

FITTING IN



Lowering Galloway

Mighty girders swing aloft and with amazing precision fit into place . . . made for the job. Advertising schedules must be built much like skyscrapers . . . a strong framework first. The Sun fits into any New York campaign because its circulation of 300,000 is concentrated among New York families whose incomes make possible an ample living standard. To such people advertisers can sell successfully without shaving prices to no-profit levels.

The  Sun

*The Newspaper of Distinction in its Readers,
its News and its Advertising*

NEW YORK

Lifebuoy Wins Injunction

New York Supreme Court Upholds Lever Brothers in Suit
Against Camden Soap Manufacturers

THE New York Supreme Court this week granted Lever Brothers Company an injunction against J. Evanson & Sons, Inc., Camden soap manufacturers, accused of imitating Lifebuoy Soap. Judge Julius Miller, presiding, directed the defendants to account for all profits realized upon the sale of the competing soap and also all damages which the plaintiff has sustained.

The injunction, termed by a trade-mark attorney as "a land-mark in trade-mark law," provides a definite ruling for the protection of trade-marked products.

The suit was brought to restrain the manufacture by the defendant of some eighty different brands of red carbolie soap which the plaintiff contended were in unfair competition with Lifebuoy.

Judge Miller held that "plaintiff is entitled to an injunction restraining defendant from manufacturing or selling soap carbolie in odor or octagonal in shape which is of a red, reddish or coral color, and from using the designation health soap."

Says Casual Purchaser Must Be Protected

In his opinion, the judge said in part:

"The unnecessary imitation of non-functional parts is patent, and the appearance of the plaintiff's soap had come to represent the plaintiff as its origin. . . .

"The defendant, in reproducing plaintiff's color in combination with the shape and odor of plaintiff's soap, was 'motivated by a design to profit by the plaintiff's reputation, investment and advertising, rather than by any utilitarian or functional considerations.' It is not enough that the distinguishing marks may be identified by a careful and discriminating purchaser. The casual or ordinary purchaser

must be protected. A second comer should mark his goods to avoid deception of the public. The acts of this defendant were deliberate and it is clear that defendant's actual purpose was to mislead the public and to induce it to believe that it was buying the plaintiff's product. Actual unfair competition has resulted from the fraud of the defendant."

"That no deception was practiced on the retail dealers, and that they knew exactly what they were getting is of no consequence. The wrong was in designedly enabling the dealers to palm off the preparation as that of the respondent. . . .

Abandoned Products No Justification

"The distribution by others at odd times and in separate localities of red carbolie soap, the manufacture of which has long since been abandoned, does not militate against the right of this plaintiff to be protected in its success in popularizing reddish toilet soap prior to the time when a similar soap was placed upon the market. The conclusion is inescapable that defendant intentionally imitated the plaintiff's soap and placed its imitation upon the market solely for the fraudulent purpose of appropriating plaintiff's reputation and investment and to attribute to defendant's product a false origin.

"When unfair competition is so designedly accomplished, all opportunity to continue it in any form should be prevented by an injunction sufficiently broad to insure such a result.

"The court will direct defendants to account for all profits which they have realized upon the sale of the unfairly competing soap and all damages which the plaintiff has sustained by reason thereof."

8 Pe
Buy

THIS lie
T regular
Times in
nificant.
of families
of The Ne
leaders in
leaders in
come, in b
why the au
in New Yo
tive of sale

Th

8 Persons in Madison, Fla. Buy The New York Times

A Motor Car Dealer

A Physician

The Express Agent

who is County Commissioner

The Chairman of the School Board

who is a Tobacco Grower

Cashier of Bank

Two High School Teachers

Owner of Bottling Works

who is City Councilman

★ ★ ★ ★ ★

THIS list of families reached regularly by The New York Times in Madison, Fla., is significant. It illustrates the type of families in the great audience of The New York Times . . . leaders in their communities, leaders in intelligence, in income, in buying. It illustrates why the audience of The Times in New York City is so productive of sales.

New evidence of the selling power of The Times is constantly being reported by advertisers. A department store scores a sell-out on high-priced rugs, using The Times exclusively. A home builder finds The Times his most economical advertising medium.

Let The Times lead the way for you in selling this rich, profit-making market.

The New York Times

LOUISVILLE LEADS IN INDUSTRIAL GAINS

Louisville was one of the two cities in the United States to show a gain in the value of industrial output between 1931 and 1933. During this period Louisville showed an increase of \$23,200,000, bringing the total value of output to \$191,000,000.

During this period Louisville moved from twenty-eighth to sixteenth position among the industrial cities of the nation. Distilling and the tobacco industry have been most conspicuous in this rise, but the scores of other consumer goods producers located in Louisville played an important part in the advance.

To reach this important Middle Western city and the Greater Louisville Market, Kentuckiana, which includes practically all of Kentucky and a large part of Southern Indiana, you need the one medium which gives effective coverage of this territory.

THE COURIER-JOURNAL
THE LOUISVILLE TIMES

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Co-operative Research

A.N.A. and Four A's Get Together on Program That Promises New Era in Advertising

By Herbert L. Stephen

THE Association of National Advertisers and the American Association of Advertising Agencies will co-operate in an extensive research program under the Advertising Research Foundation.

This important development was consummated at the annual convention of the A.N.A. in Atlantic City last week.

Within the last year or two there has been a well-guided, indirect but sincere effort to get the two organizations together in at least one progressive movement. Now it has been done.

As predicted in *PRINTERS' INK* last week, research was the keynote of the convention. Slowly, but surely, those who arranged the program built it up in tempo and thought, until the open meeting on Wednesday when the center of the stage was given to William B. Benton, secretary of the A.A.A.A., pinch-hitting for Raymond Rubicam, chairman of the board. As a fitting climax of that carefully staged plan, Mr. Benton extended the hand of his association in co-operation with the A.N.A. in its Advertising Research Foundation program.

Medium interests were not neglected in the set-up of the approved A.R.F. plan. If, and when, any medium is vitally interested in any particular study undertaken, that medium will be invited to participate.

Each will have equal representation on the board of governors of the A.R.F. and share, though not always alike, in the expense. The board of directors of the A.N.A. will name their representatives to the board soon. As yet the A.A.A.A. has not made its appointments. The medium interests, as invited, will offer the names of their representatives.

This new move is not to be con-

fused with the Co-operative Analysis of Broadcasting, now over five years of age and sponsored not only by the two organizations but by the National Association of Broadcasters as well. It is strictly a program preference study.

Nor is it to be implied that the joint committee of fifteen now studying radio station coverage, number of sets and the possible audit of such a medium, is to be part of the A.R.F. This committee is made up of five representatives each from the A.N.A., the A.A.A.A. and the National Association of Broadcasters.

First of a Series of Case Studies Ready

The Foundation has completed the first of a series of case studies on advertising administration and expense, that of the Bakelite Corporation, and has released it to the A.N.A., the sponsoring organization.

The studies, which will be issued at stated intervals, are believed to be the first comprehensive effort to define advertising department structures, routines and procedures of a large number of representative national advertisers.

Although the studies go into great detail as to systems and methods, they are treated in a manner that the layman can grasp. Nor need the size of the organizations studied worry the smaller advertisers. For instance, the Bakelite study shows a staff of less than a dozen handling the details of advertising, sales promotion, advertising and research.

The study is augmented by reproductions of the forms used in the advertising department and definitely traces the activities of all from advertising manager to the newest office boy. The question of accounting and purchasing, and

Short Stories of Big Successes

*won by wise advertisers
in the past five years of depression*

AS an American institution, the Success Story has suffered eclipse in recent years.

And the pleasant pastime known as "pointing with pride" has likewise acquired the stigma of bad taste.

Nevertheless, at the risk of seeming immodest, we are impelled to relate the experiences of certain clients of Lord & Thomas in the last five years of depression.

Because those experiences are important to other advertisers.

Because they show the way to advertising that functions profitably and effectively, even in times of stress.

Because they prove that true salesmanship-in-print most surely finds the answers to the selling problems of today.

With the reader's indulgence, therefore, we proceed to "point with pride."

Proof of the Pudding

In one case, an advertiser has paid a ten-year advertising bill, running into millions of dollars annually, entirely out of increased profits. While doing this, his company's earnings were enlarged by an even greater amount, purely and simply through salesmanship-in-print applied to a single product.

* * *

Another—a food product. One of the oldest in America. So well entrenched, so familiar to all, that one might say advertising could do little more than sustain volume. Yet new salesmanship-in-print of compelling interest increased its sale more than 35% in the past year. And in one stroke, solved a host of vexing problems of private brand competition.

Another—a drug product. One year ago it was going back. In fact, a business consultant advised discontinuing the operation entirely. Today, it is making money. It is entrenched with consumers. And enjoys the preference of the best outlets in drug distribution. The whole difference was the type of salesmanship-in-print.

* * *

Another—a packaged product. Last November this brand was starting from scratch. The manufacturer dreamed of a nation-wide demand. And geared up manufacturing to supply it. His advertising began a few days before Christmas. Within five months, sales on this one item alone far exceeded \$2,000,000.00 a month. In its industry it is the outstanding example of demand created by advertising.

All in the "Reason-Why"

These are the rewards of salesmanship-in-print. Advertising that gives, in an interesting way, REASONS-WHY it is in the *consumer's interest* to buy what you have to sell.

A product does not have to be *new* to yield new advertising ideas.

Men with *feel* for ideas that *sell*, often dig great advertising success out of seemingly barren ground.

Check your advertising for its value as *salesmanship-in-print*. Perhaps your great REASON-WHY has never been told. Some of our greatest successes are made with products in which others fail to find a winning idea.

Advertising success, like all commercial success, depends on getting big men behind you. The whole question centers on *who can sell the most for the money*.

In answer to that question—

There are more success stories in Lord & Thomas today than ever before in our history. And that covers a lot of ground. In the past five years of depression alone we have invested in advertising for our clients \$180,000,000.00.

LORD & THOMAS · advertising

There are Lord & Thomas offices in New York; Chicago; Los Angeles; San Francisco; Toronto; Paris; London. Each office is a complete advertising agency, self-contained; collaborating with other Lord & Thomas offices to the client's interest.

the part handled by the advertising department, is clearly defined.

Bernard Lichtenberg is chairman of the committee in charge of the studies. Albert E. Haase is directing the work with Roi. B. Woolley as associate.

A limited number of copies of the first study, of especial interest to industrial advertisers, is available to non-members of the A.N.A. at \$2.50.

In the works is a window display study that is receiving the co-operation of the lithographers. An advertising appropriation breakdown and budget study is also in progress.

Four A's May Co-operate on Copy-Testing Study

It is anticipated, but not yet decided, that the A.A.A.A. will co-operate on the projected study of copy testing. This study is to be made by a group of ten psychologists, chosen from the membership of the Psychology Corporation.

Closely competing with research, the group meetings on magazines and newspapers drew most of the convention's attention. Even the postscript meeting held the second day, upon the insistence of the membership, ran overtime. This meeting, closed to the press, discussed reaching the markets that were spotty. In other words, they were breaking down the national markets into local spots that were not showing the upward trend. They also discussed that perennial subject, the differential between local and general newspaper rates.

Interest was displayed at the open meetings in the speeches of Miss Effie I. Raitt, president of the American Home Economics Association, speaking on "What Business Should Do to Remove Consumer Suspicion"; Malcolm P. McNair, professor of marketing, Harvard University on "The Right to Advertise"; Malcolm Muir, president of McGraw-Hill Publishing Company, in his discussion on "Business Must Speak with a Unified Voice"; Laurence G. Meads, International Printing Ink Corp. on "The Coming Use of Color—in Advertising, Selling and Production"; and in the talk by H. A.

Haring, economic writer, on "A Yardstick to Take the Guess Out of Marketing."

At the group meetings, closed to all but members and advertiser guests, R. J. Flood, National Biscuit Company, conducted the newspaper section. W. W. Tomlinson, Scott Paper Co., was in charge of the magazine section where the impending rate increase and the circulation decrease in that medium were discussed. Turner Jones, Coca-Cola Company, was in charge of the outdoor and window display section where the idea of a companionate display was the most discussed. This calls for two or more advertisers in allied markets tying up their display material so as to make up a comprehensive attractive display to the credit of all. Stuart Peabody, The Borden Company, led the radio group in a discussion on how that medium could be audited.

State Fair Trade Laws Discussed

"Productive Space Buying" was discussed in Tuesday's meetings, also closed, by Albert L. Cole, Popular Science Publishing Company. Ken R. Dyke, newly elected chairman of the board, led a discussion on "Copy Testing and Progress of the Advertising Research Foundation Study." "Marketing Under State Fair Trade Laws," under the direction of Harold Thomas, The Centaur Company, was held behind tightly locked doors. Since that meeting two decisions have been made on the legality of the New York State Fair Trade Law. The subject of the New York City pending laws were given consideration.

"Whose Idea Was That?" by I. W. Digges, attorney, held the interest of the members due to present and pending litigation along these lines.

The automotive accessories group under B. A. Broughton, Willard Storage Battery Company, discussed the early auto show this year as a possible boost to an increase in winter overhauling of cars and the consequent increase in sales of accessories. The department store group, under A. O.

5
A
t
o
r
-
s
e
e
a
e
y
-
t
s
o
e
i
a
i



BUSINESS WEEK

"Stockholders' Report"

for

The Ten Months Ending

October 31, 1935

In Business Week's publishing philosophy, our subscribers and you, Mr. Advertiser, are our stockholders.

You literally "own a piece" of every issue. You have invested your money in our enterprise. Your dividends depend largely on our ability to do a good publishing job. You are entitled to know, from time to time, just how good a job we are doing.

Ergo this report.



ASSETS

Subscribers and their equivalent: Your advertising investment represents an equity in our readers' buying power. Who are these readers, how many are there, how interested are they in Business Week? These factors change from time to time in every magazine and should be reported to the advertiser at regular intervals.

Because Business Week edits its columns only for key executives, and restricts its circulation efforts only to key executives, the character of its readership is clearly defined. As to numbers, the ABC statement of June 30, 1935, shows 92,302 paid subscribers, and various surveys indicate that each copy is routed around the office to an average of 3.7 executives. That makes an audience of about 350,000.

Apropos of surveys, 14 independent studies by advertisers and advertising agencies in the past two years definitely prove that Business Week is read by more top executives than any other "business publication", that it is considered the "most useful" magazine by most of these men, that it delivers more executive readers per advertising dollar than any other publication, business or general. These surveys, in full detail, may be had on request.

Adv
kee
sta

Acme
Add
Alum
Ame
Ame
Ame
Ame
Ame
Ame
Ame
(L
Ame
(T
Assoc
Atlas
Austi
Autop
Babac
Bank
Bank
Barro
We
Bristo
Bryan
Buffa
Burro
W. P.
A. M.

Camp
Centu
Chesa
Chevr
Chica
City o
Clarag
Keith
Clevel
Clima
Comm
Comm

Advertisers: An advertising medium is known by the companies it keeps in its columns. Business Week takes pride in pointing to the stamp of approval of America's shrewdest advertisers-to-executives.

*Following is Business Week's imposing list —
154 advertisers in the first ten months of 1935,
as against 132 for the similar period of 1934.*

ADVERTISERS

Acme Steel Co.
Addressograph-Multigraph Corp.
Aluminum Co. of America
American Air Filter Co.
American Brass Co.
American Can Co.
American District Telegraph Co.
American Express Co.
American Sheet & Tin Plate Co.
American Telephone & Telegraph Co.
(Long Lines & Teletypewriter)
American Telephone & Telegraph Co.
(Trade Mark Advertising)
Associated Gas & Electric Co.
Atlas Powder Co.
Austin Co.
Autopoint Co.

Babson Institute
Bank of the Manhattan Co.
Bankers Trust Co.
Barron's — The National Financial
Weekly
Bristol Co.
Bryant Heater Co.
Buffalo Forge Co.
Burroughs Adding Machine Co.
W. P. Bushell & Co.
A. M. Byers Co.

Campbell-Ewald Co.
Century Electric Co.
Chesapeake and Ohio Railway
Chevrolet Motor Co.
Chicago & Northwestern Railway
City of Birmingham, England
Clarage Fan Co.
Keith Clark, Inc.
Cleveland Worm & Gear Co.
Climax Molybdenum Co.
Commercial Credit Co.
Commercial Factors Corp.

Crane Co.
Crowell Publishing Co.
(American Magazine)
Crowell Publishing Co.
(Woman's Home Companion)
Curtis Manufacturing Co.
Cutler-Hammer, Inc.

Davey Tree Expert Co.
A. B. Dick Co.
Dictaphone Sales Corp.
Ditto, Inc.
Dodge Division—Chrysler Motors
Dollar Steamship
Dur-O-Lite Pencil Co.

Thomas A. Edison Co.
Egry Register Co.
Emerson Manufacturing Co.
Equitable Life Assurance Society of
U. S.
Erie Railroad

Fairbanks, Morse & Co.
Felt & Tarrant Mfg. Co.
Firestone Tire & Rubber Co.
Ford Motor Co.
Fostoria Pressed Steel Corp.
Frigidaire Corp. (Air Conditioning)
Fulton Siphon Co.

General Electric Co.
(Plant Modernization)
General Electric Co.
(Incandescent Lamps)
General Electric Co.
(Mazda Lamps)
General Electric Co.
(Plastics Division)
General Foods Corp.
General Mills, Inc.
General Motors Corp.

General Motors Truck Co.
General Plastics, Inc.
Gits Bros. Manufacturing Co.
B. F. Goodrich Rubber Co.

(Mech. Goods)

B. F. Goodrich Rubber Co. (Tires)

Goodyear Tire & Rubber Co.

(Mech. Goods)

Goodyear Tire & Rubber Co.

(Tires)

Great Southern Life Insurance Co.

Guaranty Trust Co.

Gulf Refining Co.

Edwin F. Guth Co.

John Hancock Mutual Life Insur. Co.

Hartford Fire Insurance Co.

Hercules Powder Co.

Holliston Mills, Inc.

Household Finance Corp.

Int'l Business Machines Corp.

Int'l Carbonic Eng. Co.

Int'l Cement Corp.

Int'l Exposition Co.

Int'l Harvester Co.

Invincible Vacuum Cleaner Mfg. Co.

Iron Fireman Mfg. Co.

Jones & Laughlin Steel Corp.

Kaufmann Bros. & Bondy

Kelvinator Corp.

Ketchum, MacLeod & Grove

Koppers Products Co.

Lancashire Travel Ass'n.

La Salle Extension University

Leipzig Trade Fair

Hotel Lincoln

Lord & Thomas

Lyon Metal Products, Inc.

McCann-Erickson, Inc.

P. R. Mallory & Co.

Maryland Casualty Co.

Metropolitan Life Insurance Co.

Modine Manufacturing Co.

Monroe Calculating Machine Co.

Mutual Life Insurance Co.

National Broadcasting Co.

National Can Co.

National Distillers Products Corp.

National Machine Tool Bldrs. Ass'n

National Surety Co.

Neenah Paper Co.

New England Council

New York Life Insurance Co.

New York Trust Co.

Otis Elevator Co.

Page Fence Ass'n.

Paterson Parchment Paper Co.

Pittsburgh Plate Glass Co.

Pittsburgh Steel Co.

Plymouth Motor Corp.

Power Transmission Council

Prudential Life Insurance Co.

Radio Station WLW

Reading Iron Co.

Reeves Pulley Co.

Remington-Rand, Inc.

Republic Flow Meters Co.

Republic Steel Corp.

Reynolds Metals Co.

R. J. Reynolds Tobacco Co.

The H. H. Robertson Co.

Ronald Press Co.

Rosicrucian Brotherhood

Royal Typewriter Co.

S. K. F. Industries

Schick Dry Shaver, Inc.

Securities Research Corp.

Seiberling Rubber Co.

W. & J. Sloane

L. C. Smith & Corona Typewriters, Inc.

Socony-Vacuum Oil Co., Inc.

Standard Accident Insurance Co.

B. F. Sturtevant Co.

Swift & Co.

Taylor Instrument Co.

The Texas Co.

Timken Roller Bearing Co.

Toledo Scale Co.

Toledo Synthetic Products, Inc.

Truscon Steel Co.

United Air Lines, Inc. (Air Travel)

United Air Lines, Inc. (Air Express)

Warren, Webster & Co.

Wellington Sears Co.

Western Electric Co.

Western Railroads

Westinghouse Elec. & Mfg. Co.

(Air Conditioning)

Westinghouse Elec. & Mfg. Co.

(Product Modernization)

Adw

Aitki

Wm.

Anfe

Aubr

N. W

G. M

Batte

Bayle

Brigg

Brool

D. P.

The M

The C

The C

Calkin

The C

Camp

The C

Cowan

Crame

Donah

Dorem

The E

Erwin

Wm. I

Evans

Evans

Robert

Farson

Emerso

Foster

Chas. I

Fuller

Gardne

Ellis T.

Geare-M

Gerber

J. Sterl

Geyer,

The G

Hanff-M

Equally imposing is the list of 94 Advertising Agencies whose keen space buyers recommend Business Week to their clients as the medium for reaching executives.

ADVERTISING AGENCIES

Advertising Service Co.

Aitkin-Kynett Co.

Wm. B. Akin Co.

Anfenger Advertising Agency, Inc.

Aubrey, Moore & Wallace, Inc.

N. W. Ayer & Son, Inc.

G. M. Basford Co.

Batten, Barton, Durstine & Osborn

Bayless-Kerr Co.

Briggs & Varley

Brooke, Smith & French, Ltd.

D. P. Brother & Co.

The Buchen Co.

The Glen Buck Co.

The Caldwell-Baker Co.

Calkins & Holden

The Callaway Associates, Inc.

Campbell-Ewald Co.

The Caples Co.

Cowan & Dengler, Inc.

Cramer-Krasselt Co.

Donahue & Coe, Inc.

Doremus & Co.

The Electrograph Co.

Erwin, Wasey & Co.

Wm. Esty & Co.

Evans Associates, Inc.

Evans, Nye & Harmon, Inc.

Roberts Everett Associates, Inc.

Farson & Huff

Emerson Foote

Foster & Davies, Inc.

Chas. Daniel Frey, Co.

Fuller & Smith & Ross, Inc.

Gardner Advertising Co.

Ellis T. Gash Co.

Geare-Marston, Inc.

Gerber & Crossley, Inc.

J. Sterling Getchell, Inc.

Geyer, Cornell & Newell, Inc.

The Griswold-Eshleman Co.

Hanff-Metzer, Inc.

Hawley Advertising Co.

Henri, Hurst & McDonald, Inc.

The Albert P. Hill Co.

Hudson Advertising Co.

Jaap-Orr Co.

Wm. Jenkins Advertising

H. W. Kastor & Sons Advertising Co.

Ketchum, MacLeod & Grove, Inc.

Geo. J. Kirkgasser & Co.

Knox Reeves Advertising, Inc.

Arthur Kudner, Inc.

Livermore & Knight Agency, Inc.

Lord & Thomas

MacGurney Advertising, Inc.

Mackay-Spaulling Co.

Marschalk & Pratt, Inc.

J. M. Mathes, Inc.

McCann-Erickson, Inc.

McDaniel, Fisher & Spelman, Inc.

McLain Organization, Inc.

T. J. Maloney, Inc.

Martin, Inc.

Meldrum & Fewsmith, Inc.

Needham & Grohman, Inc.

Newell-Emmett Co.

Mark O'Dea & Co.

Platt-Forbes, Inc.

The Powers-House Co.

Frank Presbrey Co.

The Procter & Collier Co.

Reincke-Ellis-Younggreen & Finn, Inc.

Richardson, Alley & Richards Co.

Rickard & Co.

C. E. Rickard Advertising Agency

Ruthrauff & Ryan, Inc.

Frederick Seid, Advertising

W. H. Smith & Son, Ltd.

Smith, Hoffman & Smith

Stack-Goble Advertising Agency

Daniel Starch & Staff

Sun Advertising Co.

The Sweeney & James Co.

Paul Teas, Inc.
J. Walter Thompson Company
C. H. Trapp Advertising Agency
O. S. Tyson Co., Inc.
United States Advertising Corp.

Wales Advertising Co.
Williams & Saylor, Inc.
William J. Williams, Advertising
Young & Rubicam, Inc.
Zimmer-Keller, Inc.



Advertising gains: Business Week is definitely forging ahead. It is advancing not only due to better business conditions, but also because of greater recognition of its place in the advertising budget. So far this year, you and the other 153 advertisers have given Business Week 611 pages of advertising; by the end of the year this figure will have passed the 725-page mark. This means a gain of 17.2% for the first ten months; of at least 20% for the year as a whole. Measured by any standard, in pages or percentages, Business Week is recording gains larger than any other magazine addressed, exclusively or in part, to executives.

Source of gains: These gains express satisfaction and results, as well as increased business activity. 105 of this year's Business Week advertisers are with us as a result of previous, and favorable, experience. 30 of these are using larger schedules this year than in their last Business Week campaign. 36 advertisers are relying solely on Business Week to carry specific messages to executives. 49 advertisers are in Business Week for the first time this year. All of them, we have reason to believe, are making progress in that part of their market.

"Dividends" to advertisers: No publication can stay in the black without helping its advertisers stay in the black. The earnings figures that follow show how our advertisers are faring this year. In presenting them, we realize that in many cases we have been just one of several media used by the advertiser, that in many cases we have helped sell just a part of the advertiser's line to a part of his market.

Of the earnings statements available for Business Week's 154 advertisers, 90.5% show a profit for the first ten months of 1935; 71.6% show improved earnings over the like 1934 period.

Triumvirate of Success: The secret of Business Week's progress is found in a Triumvirate of Success: Business Week is making money today, its advertisers are making money, its readers and their companies are making money. And the moral is that each member of this Triumvirate of Publisher, Advertiser and Reader is helping the other two to forge ahead to success.



LIABILITIES

Owed to Subscribers: Business Week's subscribers pay some \$450,000.00 annually for the business information contained therein. Business Week's first major debt is to deliver full editorial value to these men.

To do this, we give them 52 issues a year, packed with brief, timely, authoritative business news, written and interpreted exclusively for the executive—a combination such as he can find nowhere else. Each issue contains:

Washington Bulletin—Weekly flashes from our own Washington bureau.

Weekly Index of Business Activity—Quoted and used by newspapers and businesses throughout the land.

The Business Outlook—The answer to that universal question: "How's business?"

General Business News—The latest on every front, reported and interpreted for the executive.

New Products—that will help readers make money.

Business Abroad—And "abroad" means news from everywhere—Canada to Cambodia—reported by cable, wireless and letter.

Money and the Markets—Banking, stocks, commodities, foreign exchange, etc., etc.

Editorially Speaking—Timely interesting side-lights on business news.

And America's Most-Widely-Quoted Business Editorial Page.

All gathered and written by Business Week's own staff and correspondents.

Owed to Advertisers: Business Week's next major debt is to its advertisers—to give them as full a dollar's worth as possible. This depends on:

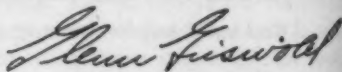
Reader Interest—The above-mentioned editorial features are our tools for this. The result is that Business Week is invariably voted the "most useful" publication by business executives.

"Useful" Circulation—Only a magazine that limits its circulation efforts and editorial appeal to executives, as does Business Week, can claim a minimum of "non-executive" circulation. As a result of high reader interest, and low waste-circulation, Business Week gives its advertisers:

More executive readers per advertising dollar than any other magazine in America!

Measured in terms of its steadily increasing "assets", its demonstrated ability to discharge its "liabilities", Business Week is operating today at a worth-while profit to its "stockholders". We appreciate the confidence you have shown in Business Week during 1935, and the increased investments you are already releasing to help make 1936 a banner year.

Respectfully submitted,



Glenn Griswold, Vice President

New York, N. Y., October 31, 1935.

*

[ADDITIONAL COPIES OF THIS REPORT MAY BE HAD ON REQUEST]

ts
e.

n-
is
".
ek
dy

ent

tr }

Nov. 7,

Buckin
Compa
market
the dif
general

Disti
leaders
of Hi
now w
the dep
the rul
Contro
rulings
cussed
taken.
group
H. W.
The pr
copy in
the situ
York C
time.

Dani
ucts C
grocery
where
cussed.

Unus
was st
dustria
Ralph
Electric
pany, c
consum

"G

an iss
stated
linger
cipal s
of the
October

"The
to time
ers am
done a
vertisin
done c
plenty
claims
vertisin
history
industr
and th
business
that G

Buckingham, Cluett, Peabody & Company, Inc., discussed local markets, how to reach them, and the differential between local and general rates.

Distilled products, under the leadership of Carleton Healy, then of Hiram Walker & Company, now with an agency, brought out the dependence of the industry on the rulings of the Federal Alcohol Control Administration. Pending rulings of the FACA were discussed but no action could be taken. The drug and toilet articles group met under the guidance of H. W. Roden, Johnson & Johnson. The present trend of censorship of copy in their lines and particularly the situation along that line in New York City took up most of their time.

Daniel F. Gerber, Gerber Products Company, presided over the grocery products group meeting where the Patman Bill was discussed.

Unusual in that the steel crowd was strongly in evidence, the industrial advertising group under Ralph Leavenworth, Westinghouse Electric & Manufacturing Company, discussed how to reach the consumer with industrial institu-

tional copy. Insurance, under the leadership of Arthur A. Fisk, The Prudential Insurance Company, discussed a new study of advertising budgets made by the insurance companies that will be released at their coming meeting at Chicago. Petroleum, under the guidance of Ben Pollak, Richfield Oil Corporation, discussed pending legislative matters affecting national advertisers.

At the opening session, Allyn B. McIntire, retiring president, delivered an informal address on the association's affairs. He was followed by Paul B. West, managing director, and soon to be the new president, with a report on the activities of the organization and on its financial condition, "which was good." Others who spoke were the group chairmen and Bernard Lichtenberg, who reported on the work completed by the Advertising Research Foundation.

At the annual banquet, Wednesday night, Willard M. Kiplinger, Kiplinger Washington Agency, was the only speaker. Entertainment was furnished by the Columbia Broadcasting System. The list of newly elected officers was given in last week's PRINTERS' INK.

Stupid Copy

"GOVERNMENT regulation of advertising continues as an issue, but it is very vague," stated Willard M. Kiplinger, Kiplinger Washington Agency, as principal speaker at the annual dinner of the A. N. A. at Atlantic City, October 30.

"The threat will arise from time to time in future years. Advertisers and advertising media have done a good deal to clean up advertising, but they have not yet done enough, for there is still plenty of misleading, exaggerated claims in advertising. Let the advertising business remember the history of regulation of the utilities industry, the securities business, and the agricultural commission business, and keep sharply in mind that Government regulation devel-

ops only when an industry fails to deal conclusively with the abuses within its own ranks.

"The New Deal is not hostile to advertising. True, there have been some menacing gestures against advertising from the economic planners, but they cut less ice now than in the early days of the New Deal.

"By practical standards I know nothing about advertising. By theoretical standards I should think that volume of advertising would increase perhaps 15 to 20 per cent next year over this year. Theoretical reasons for this lie in natural increase in business volume, and increase in competition.

"Speaking as a reader of advertising, rather than as a Washington observer, let me voice a plaintive

plea that advertisers lean more toward informative advertising copy, as distinguished from the 'plea copy.' You plead with me to buy your stuff. Why should I buy your stuff? Most of the time you don't tell me why. You don't give me information which I can use to

sell myself, and make myself subsequently a good-will talker for your product. You advertisers are not morons, but you deal with your readers as if they were morons. As a reader, I continue to think that much advertising copy is more stupid than it need be."

A Work for Advertisers

MALCOLM MUIR, president of the McGraw-Hill Publishing Company, in addressing the open meeting of the A. N. A. and partly off the record, last Wednesday under "Business Must Speak with a Unified Voice" asked the aid of not only the A. N. A., but of the advertising profession as a whole in a concerted effort to educate the consumer on the economics of taxation.

He felt that an organized effort could do immeasurable good in selling the public on the value of reduced governmental expense and

consequent reduction of innumerable taxes.

He warned his listeners of threatened governmental control and possible regimentation, and "of the greatest propaganda machine, supported by taxes, that the world has ever seen."

The struggle for control of the country, he felt, had gone beyond political party lines and must be met with a united front by all business. He suggested that advertising which had "been able to sell everything else" should voice the protest of business.

The Right to Advertise

"IF we are to keep business on an even keel and maintain a steady flow of commodities from producer to consumer," Malcolm P. McNair, director of research, Harvard Graduate School of Business Administration, told the Association of National Advertisers last week, "we cannot tolerate the existing waste and inefficiency of distribution."

"There has been a great deal of talk in recent years about consumer purchasing power. A great deal of it has been nonsense. What consumer purchasing power really means is the things, that is, the goods and services, that one can buy with one's income—in other words, *real income*. Now if we permit these rising distribution costs to absorb, as they have been doing in recent years, any economies that are effected in production costs, we are really preventing

the increase of consumer purchasing power, in the sense of real income."

Continuing in a slightly different vein, Professor McNair placed the blame for some of our economic ills at the door of the business man with: "I do not forget that in a great number of instances it was the business man himself who invited the camel of Government interference to put its head in the tent. I do not forget that it was the business man who threw up his hands and ran howling to Washington for help. I do not forget that it was the business and trade association executives who were at least partly responsible for some of the unworkable and unsound features of the NRA. I do not forget that in many instances it was national advertisers whose price policies were seriously detrimental to the maintenance of that price

Nov.

flexib
survi

"T
the r
com
creat
vertis
that
must
as a
"T
oblig
duce
oblig
stand
stand

Unite

The
York,
1936,
Inc., a
both o
Leon
board,
twelve
agency
to out
Bert
United
Feasle
F.
of Uni
in a s
Wal
United
a simi
ing ab

Appo

Nati
burgh
and G
advert
The
facturi
oilers
fixture
the ab
Ano
is that
chines,
Roboty
operate

Camp

F. E
sales
Compa
been p
the co
is in c
tor of

Joins

John
manag
York,
sales
New Y

flexibility which is essential to the survival of the capitalistic system.

"The right to advertise is not the right to throttle and restrict competition. It is not the right to create dangerous monopolies. Advertising is so great a social force that those who wield and direct it must look on the right to advertise as a trust.

"The right to advertise imposes obligations—the obligation to reduce the costs of distribution, the obligation to improve advertising standards, the obligation to understand the social significance of ad-

vertising, the obligation not to betray a trust.

"If the Tugwells, the Stuart Chases, all the brilliant young men with their overweening pride of intellect, their pet panaceas, their blueprints of Utopia, and their dense ignorance of the world of business, continue to make their counsels prevail in the seats of the mighty in Washington, you are going to have to do some pretty fast thinking to protect your right to advertise. You can no longer take it for granted, you are going to have to justify it."



United Agency to Merge

The United Advertising Agency, New York, will be merged on January 1, 1936, in part with Lambert & Feasley, Inc., and part with Churchill-Hall, Inc., both of that city.

Leonard Dreyfuss, chairman of the board, who founded the United agency twelve years ago, retires from the agency business to devote his entire time to outdoor advertising.

Bert M. Numbaum, president of United, has already joined Lambert & Feasley, Inc., as a vice-president.

F. Garretson Mettee, vice-president of United, will join Churchill-Hall, Inc., in a similar capacity, January 1.

Walter K. Porzer, vice-president of United, will join Lambert & Feasley in a similar capacity, in charge of marketing about the first of the year.



Appoint Pittsburgh Agency

National Steel Corporation, Pittsburgh, has appointed Ketchum, MacLeod and Grove, Inc., that city, to direct its advertising account.

The advertising of the Eagle Manufacturing Company, Wellsburg, W. Va., oilers and oil supply cans, wrought-iron fixtures, etc., has also been placed with the above agency.

Another account to the same agency is that of the Automatic Business Machines, Inc., Pittsburgh, producer of Robotyper, a typing machine which operates typewriters automatically.



Campana Advances Pearsall

F. E. Pearsall, for four years regional sales director for the Campana Sales Company in the New York office, has been promoted to the executive offices of the company in Batavia, Ill., where he is in charge of a new division as director of merchandising.



Joins Brokerage House

John A. Straley, formerly advertising manager, Corporate Equities, Inc., New York, has been made advertising and sales manager of Lord, Abbett & Co., New York investment brokers.

Acquires "Retail Digest"

Retail Digest, furniture and house-furnishings business paper, established in 1924 as *Retail Furniture Selling*, has been purchased by the Retail Ledger Publishing Company, Philadelphia, and will be expanded in editorial scope and format, to be incorporated in a new monthly merchandising publication, *Homefurnishers' Graphic*. It will cover all types of retail stores selling furniture, floor coverings, housefurnishings and electrical appliances.

Homefurnishers' Graphic will be printed in rotogravure. The January, 1936, issue will be published December 26.

Retail Ledger Publishing Company and its subsidiary, the Official Mart Publishing Company, now publish *Retail Ledger*, *Home Ware*, *Official Market Preview*, *Official Mart Daily*, the annual "Store Modernization Directory" and *Homefurnishers' Graphic*.



Ice Industries in Campaign

The National Association of Ice Industries, Chicago, is planning a \$450,000 co-operative advertising campaign setting forth the advantages of ice refrigeration. While final plans have not been completed it is anticipated that the advertising will get under way shortly after the first of the year. Donahue & Coe, Inc., New York, has been appointed to handle the account.



John Clyde Oswald with Gregg

John Clyde Oswald, executive secretary of the master printers section of the New York Employing Printers Association, has resigned to join the editorial staff of the Gregg Publishing Company, New York, publisher of shorthand and educational books and magazines.



Aranson to Crucible Steel

Arthur A. Aranson, with International Harvester Company for years as assistant purchasing agent, has joined the Crucible Steel Company of America, New York, as assistant to the president.

For the first time
in sixteen years . . .
a NEW **First** in
newspaper lineage
in New York!

- 1) N
- 2) T
- 3) S
- 4) V
- 5) H
- 6) E
- 7) A
- 8) J
- 9) T
- 10) M
- 11) P

month
history
consec
gains;
lines o
althou
from
month
linage
as we
The N
linage

T

Tribune



1) NEWS . . .	1,915,632
2) Times . . .	1,902,506
3) Sun . . .	1,538,205
4) World-Telegram . . .	1,315,259
5) Herald Tribune . . .	1,259,007
6) Eagle . . .	1,225,628
7) American . . .	974,940
8) Journal . . .	908,802
9) Times Union . . .	455,122
10) Mirror . . .	444,768
11) Post . . .	422,488

Source: Media Records

OCTOBER was the largest month in advertising volume in the history of The News; the thirty-first consecutive month of advertising gains; showed a gain of 210,615 lines over the same month last year, although 89,600 lines were omitted from capacity papers during the month; made The News second in lineage among all U. S. newspapers, as well as first in New York . . . The News page is tabloid . . . News lineage is all display, no classified.

THE NEWS
NEW YORK'S PICTURE NEWSPAPER

Tribune Tower, Chicago • Kohl Bldg., San Francisco • 220 E. 42d St., New York

*the
Christmas
catalog
stimulates
gift
buying*

We print a great many colorfully appealing holiday Folders and Catalogs, and for very good reason: we do them well, and our prices are right. How about calling us in? Our telephone is MEdallion 3-3500.



CHARLES FRANCIS PRESS

461 EIGHTH AVENUE, AT THIRTY-FOURTH STREET
PRINTING CRAFTS BUILDING, NEW YORK

To Sell More Automobiles

Aim Your Selling Attack to Reach the Most People with the Most Money to Spend—Concentrate Your Advertising Where Buying Power Is Concentrated

THE CHICAGO DAILY NEWS sells more automobiles in this market at a lower advertising cost than any other daily newspaper because it has the most circulation where the most automobiles are bought—in the best residential districts of Chicago and suburbs.

In the Class A and B rental areas of Chicago live 49% of the city's families. These families represent the real buying power of Chicago. They earn 70% of Chicago's income, pay 65% of the rentals and buy 70% of the new passenger cars sold in Chicago. And, incidentally, they represent 70% of The Daily News HOME COVERAGE in Chicago.

The Daily News covers 53 out of every hundred homes in the Class A and B rental areas of the city—32.5% greater home coverage of Chicago's best-able-to-buy families than any other daily newspaper offers. In the Class A and B suburbs, where buying power is even more concentrated, its home coverage is still greater.

Naturally, The Daily News leads all other Chicago daily newspapers in AUTOMOTIVE advertising. During the first nine months of 1935 The Daily News carried 25% MORE automotive display lineage than the second evening paper—88% more than the first morning paper.

THE CHICAGO DAILY NEWS
- Chicago's Home Newspaper

GEORGE A. McDEVITT CO., National Advertising Representatives,
NEW YORK—CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCISCO

Automobiles in Chicago

people
Your
ated

to-
ost
ost
—
os.

%
eal
o's
he
ly,
IE

es
%
uy
he
en
er.

go
ng.
ws
the
rst

S

atives,
ISCO



Five, Ten and Forty

REPORTS that F. W. Woolworth Company's stores will soon begin selling merchandise in a price range up to 40 cents, go without direct confirmation from the company headquarters. High-ups are willing to state, however, that 40-cent merchandise is now being tested in Canadian outlets. Further than that they refuse to commit themselves.

The reasons for the testing are fairly apparent. A large dent has been made in the low-price chain field by competitors whose price scale over-reaches Woolworth's. Kress, Kresge and Grant stores have made considerable inroads into Woolworth territory, partly by reason of their higher-priced merchandise, which, it is held, sometimes makes possible a narrower margin of profit on nickel and dime items.

What merchandise Woolworth is trying out at 40 cents has not been revealed. A Kress store, examined for instances of merchandise sold at higher than standard Woolworth prices, reveals considerable stock beyond the present Woolworth scope. Kress' top prices are 25 cents, Woolworth's twenty. Among Kress lines, there is a goodish quantity of articles retailing at 25 cents among the toys, clothing (including stockings, neckties, underwear), chinaware, cooking utensils, toiletries, imitation jewelry and potted plants.

It would seem a safe guess to say that Woolworth's testing includes several of these lines. The company's reticence, being habitual, would hardly indicate a lack of uncompromising seriousness behind the Canadian experiments.



J. C. McGrath, Advertising Manager, W. T. Grant

James C. McGrath has joined the W. T. Grant Company, New York, as advertising manager. He has been associated with Sears, Roebuck & Company for the last eight years. Prior to that he was a member of the editorial staff of *PRINTERS' INK* for three years.



Howell Motors to Kirkgasser

Howell Electric Motors Company, Howell, Mich., maker of Howell Red Band Motors, has appointed George J. Kirkgasser & Company, Chicago, to handle its advertising account, effective November 1. Magazines, business papers and direct mail will be used.



Heads Ashenhurst Sales

Fred W. Swanson, formerly with the Ahrens Publishing Company, has been appointed sales manager of the Ashenhurst Corporation, Chicago, which is marketing an automatic electric door opener that works by an induction arrangement.



Represents "Architecture"

Robert H. Anderson, recently with the McGraw-Hill Publishing Company, has been appointed representative of *Architecture* in Ohio, Pittsburgh and Detroit, with headquarters in Cleveland and Pittsburgh.

Max Geller Joins Blackman as Vice-President

Max Geller has been elected a vice-president of Blackman Advertising, Inc., New York. He joins Blackman after two and a half years with the International Magazine Corporation. Before that, he was for six years with *Liberty*, holding the post of Eastern advertising manager when he left to join International.



Has National Union Radio

The Western Advertising Agency, Chicago, has been appointed to handle the advertising account of the National Union Radio Corporation, New York, manufacturer of radio tubes and testers. Magazines and business papers will be used.



Mathes Adds R. N. Taylor

Robert N. Taylor, formerly account executive with the Washington office of the Campbell-Ewald Company, has joined J. M. Mathes, Inc., New York. Prior to his connection with Campbell-Ewald, Mr. Taylor conducted his own agency in Washington.



Legler with "This Week"

Frederic M. Legler has joined the staff of *This Week* to cover Philadelphia and the South. For the last three years, he has represented *Parents' Magazine* in New York State, and, prior to that, was with *Pictorial Review*.

All about Over-Drive

A Chronic Auto-Show-Goer, Reviewing This Year's Effort, Finds Himself Awed, but Still Slightly Benighted

By Arthur H. Little

THERE may have been shows that were bigger. Before 1929, almost anything could have happened—and probably did.

There have been shows that were jazzier. Two years ago, I barked my shins against dachshundesque coupés and stumbled over sedans no bigger than beagles; and I fought my way through lotteries and in and out of puppet shows; and when, at last, scarred for life, I emerged into Lexington Avenue, I carried the conviction—and in print I mentioned the matter to Al Reeves—that at an auto show, automobiles are out of place. Motor cars, I said, merely cluttered the space and detracted attention from the vaudeville.

There may have been shows that were bigger; and there have been shows that were jazzier. But compared with this year's National Automobile Show—called "Motor-dom on Parade"—which, under the auspices of the Automobile Manufacturers Association, Inc., in co-operation with the Motor and Equipment Manufacturers Association, is booming away in Grand Central Palace in New York this week, no auto show ever has been louder.

At the week-end, the captains and kings and the barkers will depart; but the shouting and the tumult will linger on; and months will elapse before Grand Central Palace will rid itself of echoes.

Here's how it is:

You approach a chromium-railed enclosure, inside which, suspended at bow and stern, hangs what even you can recognize as an automobile. It looks nude-like and airy. Somebody has been at it with a drill and a hack-saw and has perforated with gaping openings what you fear are its vital parts. You

wonder how, in that shape, it can get anywhere at all. And, as you watch it roll from side to side, careening on its pivots through ninety degrees or so, it makes you slightly seasick.

But, as you approach, *sip*, out of nowhere, appears a burnished young man, looking somewhat breathless in a double-breasted vest. Nimble, he mounts a little rostrum and, looking vaguely at you, in a loud voice he begins.

"Ladies and gentlemen: It gives me great pleasure to introduce the new 1936 Studenasherbuick. Proudly, we offer the finest automobile in our long history. Into this luxurious car we"—and he seems to feel distinctly personal about it—"we have built the maximum of economy, dependability, and performance. I call your attention, first, to the overhead valves. Other manufacturers make overhead valves, too. But we guarantee that, day after day, month after month, year after year, *our* overhead valves, as compared with all other overhead valves, will give you an overhead 20 per cent higher."

And then, an interruption—

"Ladies and gentlemen!"

You turn. Directly behind you, on a platform in another chromium-plated enclosure, another burnished young man, armed with a pointer, proceeds to reveal, and loudly, to what zenith of ecstasy he rises as he unveils the virtues of the Packardoutofreobydesoto.

And this young man rings the welkin, not merely with gestures, but with dials and clocks and gauges. Especially—if you're a connoisseur—do you admire his footwork. Pointer flying, larynx in full cry, he flits. With his feet, with his hands and—on this point



Nov

t M

CAN

T

1

2

3

w

h

m

4

A

by

del

resi

5

Is s

that

first

State

6

Is s

depar

two-1

priati

7

Cover

thorou

no oth

the answers

great

newsp

The

HE HOM

New Yor

t News

HOME-
EDITION
COMPLETE MANY ADS

PRINTED IN DETROIT

CAN YOU ANSWER THESE QUESTIONS?

- 1 What great market is commonly ranked as the Fourth Largest in the United States?
- 2 Has led all other markets in recovery?
- 3 What newspaper in that market has been the favorite home paper for more than 60 years?
- 4 Adds density to volume of circulation, by reaching family units? (76% carrier delivery automatically selects single residences and flats.)
- 5 Is so popular as an advertising medium that for 22 years it has been one of the first five newspapers in the United States in total advertising?
- 6 Is so effective that the city's largest department stores concentrate nearly two-thirds of their newspaper appropriations in this one HOME medium?
- 7 Covers "buying power" districts so thoroughly that many advertisers use no other paper?

The answers to these questions are easy:

great market is **DETROIT**
newspaper is **THE NEWS**

The Detroit News

THE HOME NEWSPAPER—76% HOME-DELIVERED IN DETROIT

Member Metropolitan Sunday Newspapers

New York: I. A. Klein, Inc.

Chicago: J. E. Lutz

When Farmer Meets Farmer—

HE doesn't use highfalutin' language. He talks plain horse sense. He tells the other fellow what he has learned about wheat growing, chinch bugs and seed corn from his own every-day experience, and the other fellow tells him of his discoveries.

The Weekly Kansas City Star does not talk highfalutin' language. It is edited by men who know farmers, meet them every day and understand their problems and ambitions.

This practical, down-to-earth flavor is just one of the things that makes The Weekly Star so popular. Missouri farmers prefer it above all other farm papers. So do Kansas farmers. Fact is, The Weekly Kansas City Star has the largest circulation of all farm weeklies in America.

The Weekly Kansas City Star.

LARGEST FARMERS' WEEKLY IN AMERICA

477,902 Paid-in-Advance Subscribers

I'm
right
color
ing
gang
his
head
"An
man

Face
Alter

F
tives
you
ther
benu
if in
resid
bear
term
and
the
the
dials

T
In a
cura
of a
Man
traje
of t
ing
simp
migh

A
thing
spok

"L
"abo

"M
This
easy
I sa
man
and
rien
You
"T

plea
derst
you'
it w

Fr
whir
weig
nine
semb
tor a
that
to se
geth

I'm confused, but I *believe* I'm right—with his elbows, he pokes colored buttons and pulls surprising levers and twiddles mechanical ganglia; and his gauges spin and his clock-dials whirl and above his head a transparency leaps into life. "And that, I'm sure," the young man says, "clears up *that* point."

Faced with Two Alternatives

For you, there are two alternatives. If you're a bit weak-minded, you stand there and listen on, stand there transfixed by flying syllables, benumbed by hurtling words. But if in your soul you still carry some residue of the iron of your forebears, you go away—go away determined to find something simpler, and then work your way up, on the solid steps of self-education, to the stratosphere of the clocks and dials and gauges.

That's what I did. I went away. In a sheltered corner—or, more accurately, in the comparative quiet of a listening post in that No-Man's Land of high-velocity, low-trajectory language—I found one of the burnished young men making medicine over something at a simple little table. This, I thought, might be my kindergarten.

As I drew near, he said something. I cupped an ear, and he spoke again.

"Do you know," he asked me, "about over-drive?"

"Mister," I told him, "I do!" This, I could see, was going to be easy—almost too easy. "Yes, *sir!*" I said. "If you're hunting for a man who knows about over-drive, and knows all about it from experience, then seek no further. You've found him."

"That's fine," he said. "It's a pleasure to find someone who understands the principle. But maybe you'd like to see, in detail, just how it works."

From the table he picked up a whirling thing of steel that would weigh, I estimate, about twenty-nine pounds. In one way, it resembled an old-fashioned percolator and in another way something that Mr. Kettering had made just to see whether he could put it together and take it apart. Slowly,

the young man began to pull off gears. I stopped him.

"Listen," I said, "I think there's been a mistake. When you mentioned over-drive, I thought of my wife. The way she can over-drive an automobile would curl your hair. But even if the condition is pathological, I'm sure"—and I pointed to Mr. Kettering's exercise in higher mechanics—"I'm sure that whatever ails her doesn't look anything like that."

"Oh, that's all right," he said, apologizing for my error. And then, mentally finding his place, he plunged right ahead with his discourse. The over-drive, he explained, is something inherent in, not the driver, but the car. Furthermore, the over-drive is something without which no self-respecting motor car henceforth will *think* of being seen on the highways. It isn't, I gathered, any mere invention. It's a dispensation, a bestowal from Olympus. It saves fuel and oil. It saves wear and tear on tires. For all I know, it renders the car easier to wash.

An Outsider's Contribution to the Subject

On the score of easier washing, I may be mistaken. Exposed as a person is at this year's show to so much catch-as-catch-can mechanical erudition, a little misconception here and there is not only possible, but virtually inevitable. But for this I take credit: About that over-drive business, I told that young man something that *he* didn't know.

You see, before my eyes, he remembered the thing and, in the manner of a professor before a class in anatomy, he named its parts. "The idea," he said, "is to reduce engine-speed at high car-speeds. The gearing is of the type called planetary. This large gear we call the sun. It doesn't do anything until the car-speed reaches forty miles an hour. Is that clear?"

"Practically speaking," I said, "I follow you. Lead on."

He led on. In what follows I shan't try to quote him verbatim; but the purport, I feel, is accurate.

"The large gear, then," he said,

"we call' the sun. And these smaller gears that encircle it we call planets. They don't operate until the car-speed reaches sixty miles an hour. Do you follow?"

My wife again in mind, I pulled my hat tighter, caught a grip on the edge of the little table and said: "I'm with you—so far."

"And now," he went on, "for the most interesting part. Do you see those two bar-like things, pivoted at opposite ends? Well, now, as I've said, the sun doesn't have anything to do until the car-speed reaches forty miles an hour. The planets don't have anything to do until the speed reaches sixty miles an hour. And those two lugs don't have anything to do until the car-speed reaches eighty miles an hour."

"And then," I inquired, "what do they do?"

"They open."

"And what do you call them?"

"Lugs."

"Mister," I said, "you understate. Those aren't lugs. They're the Pearly Gates."

Here and there, throughout this year's show, you heard about over-drive. You heard, also, about superchargers. The first time I saw the word emblazoned on the sweep of prow-like hood, I thought it alluded to price—and not without reason. For, up on the third floor, I found the Bugatti—and rightly named, I thought, for it looks like a cross between a dragon fly and a hornet.

The Bugatti is a sportsman's car, a racer's. Its warranted speed, so I was told by a tall and tweedy attendant who was courteous enough but distinctly resembled Beelzebub—its warranted speed is 140 miles an hour.

And, suspended from the forward, or colliding, end of this comet hung a sign that read: "\$11,500—Price Includes Service for Two Races."

Here, I knew, was no example of niggardliness. Bugatti limits its free, first-instance service to two races because Bugatti knows that, after the second race, negotiations for further service will need to be taken up with the executor.

Over-drive — superchargers —

speed—and more speed. This year's cars *can* travel. In this year's show, speed, alone, will sell many automobiles. And some of this year's new-car drivers will take the industry at its word. Hence, it was no surprise to find tucked into the show-guide, handed free to visitors, a booklet entitled: "The Car Is Safe, the Road Is Safe, When YOU Drive Safely."

Noisy and Wordy—but
the Crows Listen

Yes, a fast-stepping show is "Motordom on Parade"—a noisy show, full of words that resound from a hundred platforms, a glitteringly mechanical show, crowded with exhibits by which the industry seeks to "sell" mechanical beauties. And if you gathered the impression that technicalities talked too much and too loudly, if you told yourself that car-buyers buy, not over-drives, nor superchargers nor dingbats to offset the unfortunate effects of other dingbats, but packaged transportation in which the package counts for little—if you assured yourself that car-owners care not at all what their cars would look like if they were turned upside-down, then you would encounter the capital difficulty, as did I, of explaining why the show-lookers crowded elbow to elbow around those chromium enclosures to listen to the burnished young men with their flourishing pointers.

They looked, did the lookers and listeners. They looked interested. And they seemed impressed.

This year's show was smart—smart in its setting and smart in its technique. Not a lottery, not a puppet show, not a magician's legerdemain was suffered to divert interest from what the show had to sell—its cars. And if cars are sold by mechanical features—and increasingly they seem to be—then this year's exhibition provided, most adequately, a score or more of comfortable, well-mounted opportunities for the peers to peer into inner workings.

It may not have been a champion; but this year's show was big. It displayed cars and chasses to the number of more than 300, rep-

this
his
hell
of
will
rd.
nd
led
ed:
Is
y."

is
isy
nd
lit-
led
us-
u-
the
red
ou
uy,
ers
tu-
out
ich
-if
ar-
eir
ere
ou
ffi-
hy
to
en-
ed
ng

nd
ed.

t—
in
not
n's
ert
to
old
in-
en
ost
of
tu-
nto

m-
ig.
to
ep-

BY BEST
RECIPE
by

ending
the

CLAY



MODERN FOOD MERCHANDISING

Here are nine of the outstanding recipe books produced during the last year—all illustrated with direct color photographs—and all photographed, engraved, and printed at The Lakeside Press. A text illustration is shown on the next page. Doesn't it do things to your appetite that mere words could never do?

THE LAKESIDE PRESS
R. R. DONNELLEY & SONS COMPANY
350 East Twenty-second Street, Chicago
Eastern Sales Office
305 East Forty-fifth Street, New York



PICTURES SELL BETTER THAN WORDS ducers of

. . . Where are the words to describe those cakes half as appetizing as the picture which
indulges as this color photograph does? We are indebted to the ★ The I



© The Carnation Company

PRODUCERS of Irradiated Carnation Milk for permission to use this
picture which we made for their new CARNATION COOK BOOK.

to the Lakeside Press • R. B. Donnell & Son, Cincinnati, Ohio

FOOD COMPANIES

are also using our color photography to merchandise their products via car cards, posters, magazine advertisements—and in counter cards for that final point-of-sale assault on the buyer's appetite.

To any seller of foodstuffs we offer to do a comparable job, either assuming the entire responsibility—plan, design, photographing and engraving, typesetting, printing and binding—or carrying out skillfully the ideas of his merchandising department and/or his advertising agency.

We have an interesting collection of samples to send you. Of course you incur no obligation by asking for them.

THE LAKESIDE PRESS

R. R. DONNELLEY & SONS COMPANY

350 East Twenty-second Street, Chicago ★ Eastern
Sales Office : 305 East Forty-fifth Street, New York

Nov.

resen
Amer
Briti
diti
truck
than
and
flowe
somen
Asto
Linc
Asto
show
Th
Its ti
usual
car s

Win

Syd
award
by the
Faces
Ameri
use.
Lewis
for the
vertical
Mitt
ton w
the b
printi
The
Faces
compo
Ameri
Agenc
of An
New
graphi
can I

Sylve

Elm
manag
condit
plianc
has j
ell, I
execut
Electr
by De
manag
Compa

Gold

Fra
Audio
rejoin
Mr. G
pictur
the in

Repre

The
has a
porati
its na

representing twenty-five makes of American manufacture, four of British and one of Italian. In addition, it displayed six makes of trucks and the products of more than sixty makers of accessories and parts. In fact, the show overflowed. General Motors displayed some of its cars at the Waldorf-Astoria Hotel, and the Ford and Lincoln companies at the Hotel Astor, the Park Lane, and at the showroom on Broadway.

This year's show was well-timed. Its timing, two months earlier than usual, will serve to increase new-car sales and to boost the business

of garages and also of service stations.

This year's show was an education—a beneficial demonstration of courage and enterprise and resourcefulness.

And as for mechanical and engineering progress—well, you'll have to take my word for that. For, although I fared pretty well with the over-drive, I never did find my way back to the shining young man who, with pointer and gauge and clock-dial, was proving something that I couldn't quite hear, and something that, if I could have heard, I'd not have understood.



Win Type Face Awards

Syd Bagshaw, of New York, has been awarded the first prize of \$300 offered by the National Board on Printing Type Faces in a competition for the best American type face suitable for general use. Second prize of \$150 went to Ben Lewis of New York. The prize of \$100 for the best type face suitable for advertising use was won by Melchior H. Mittl of Chicago. J. Trenholm of Boston was winner of the \$100 prize for the best type face suitable for book printing.

The National Board on Printing Type Faces, which conducted the contest, is composed of representatives from the American Association of Advertising Agencies, The Advertising Typographers of America, the Art Directors Club of New York City, The Society of Typographic Arts of Chicago and the American Institute of Graphic Arts.



Sylvester with Agency

Elmer L. Sylvester, formerly sales manager of the heating and winter air conditioning division of the Delco Appliance Corporation, Rochester, N. Y., has joined Geyer, Cornell and Newell, Inc., New York, as an account executive. He was with the North East Electric Company before it was absorbed by Delco and previous to that was sales manager for Wheeler Refrigeration Company.



Goldman Rejoins Jam Handy

Frank Lyle Goldman, formerly of Audio Productions, Inc., New York, has rejoined Jam Handy Picture Service. Mr. Goldman was one of the first motion picture writers and directors to enter the industrial motion picture field.



Represents Oswego Paper

The Oswego, N. Y., *Palladium-Times* has appointed the Devine-Tenney Corporation, publishers' representative, as its national advertising representative.

Pierce-Arrow Appointments

Thomas J. O'Rourke, vice-president in charge of sales, Pierce-Arrow Motor Car Company, Buffalo, N. Y., has been made assistant to the president in a re-arrangement of personnel.

Paul Fitzpatrick, formerly director of the division of information, Federal Housing Administration, has joined the firm as vice-president, taking over the duties formerly performed by Mr. O'Rourke.

Mr. Fitzpatrick was at one time associated with General Motors Corporation.



Sterling Engraving Elects

The Sterling Engraving Company, New York, has elected the following officers: Adolph Schuetz, president; Edward A. Schuman, vice-president; Charles L. De Bevoise, treasurer; and Frank C. Von Eiff, secretary. The newly elected officers have made the following appointments: Harry A. Groesbeck, Jr., sales manager; A. Raymond Gaydell, art director; and Julian G. Berry, comptroller.



New Accounts to Cone

Plymouth Cordage Company, North Plymouth, Mass., has appointed the Andrew Cone Agency, New York, to conduct an advertising campaign in the farm markets for its "Red Top" and "Green Top" Binder Twine, starting with November publication issues. This agency has also been appointed by Laders Marine Construction Company, Stamford, Conn., yacht builder, to advertise "Laderships" in class and yachting magazines.



K H & P Adds Hattersley

Robert C. Hattersley, formerly in the advertising promotion and sales departments of *Liberty*, assistant advertising manager, *Scientific American*, and more recently merchandising counselor to *Encyclopædia Britannica, Inc.*, has joined Kimball, Hubbard & Powell, Inc., as a junior account executive.

Jumbo

INTERESTING not only because it is sending out over the air the much-publicized Broadway production, "Jumbo," which opens this Saturday evening, but also because of the merchandising efforts supporting it, is The Texas Company's new Jumbo Fire-Chief radio program.

Closing its doors every Tuesday evening to the paying public, the New York Hippodrome, where Jumbo will play, is being given over to a studio audience of 4,500 to witness the Jumbo cast, among them Jimmy Durante, Blanche Ring and others, broadcast part of the Jumbo story each week.

Since the theme of this new show is built around a circus, in which the elephant Jumbo takes a prominent part, much of the printed material in Texaco's promotion work features Jimmy Durante riding Jumbo and broadcasting at the same time.

The company's merchandising efforts supporting the program are thorough and varied:

Fifty thousand posters went to all dealers and a like number of window strips. Five million postcards were distributed to all dealers to mail to customers as give-aways, inserts in letters and statements or to be distributed in parked cars.

A ten-page folder will be included in all Texaco mail, while all envelopes will also have pasted on the back a large Jumbo stamp in four colors, similar to the Christmas seal.

The Texaco Fire-Chief hat will still be in evidence. Over 5,000,000 of the original hats have been given away to date. The wording of these hats has been changed to read "Texaco Fire-Chief Gasoline, souvenir of the Jumbo Fire-Chief Broadcast."

The sponsor also published a newspaper, the "Jumbo Special," four pages in rotogravure.

For four days before the program went on the air, radio stations throughout the country broadcast brief word announcements to the radio audience telling them to tune in. Over 100 stations broadcast these announcements—one in the afternoon and two in the evening.

On the day of the broadcast, 200-line spot advertisements appeared in 200 newspapers across the country.

A cross-section opinion of the new show was also obtained by having an electric recording made of the audition that was heard by company executives. Each of the sixteen sales divisions of the company were sent one of the discs, while local studios co-operated by giving the local Texaco sales staffs a studio in which to listen to the playing of the recording. This opportunity to hear the first broadcast before it went on the air allowed the sales force to express itself on the merits of the program, aroused its enthusiasm and led to much word-of-mouth advertising of the program.

Aleshire to Rejoin Lord & Thomas

Edward Aleshire, for the last year copy chief and radio director of the H. W. Kastor & Sons Advertising Company, Chicago, will rejoin Lord & Thomas, of that city as of November 11, on the copy staff. He has also served as radio director of Blackett-Sample-Hummert, Inc., that city.

L. A. Friedman with Sterling

Leon A. Friedman, formerly account executive and radio director of Cramer-Tobias Company, Inc., New York, is now with the Sterling Advertising Agency, New York, in a similar capacity.

Death of William W. Paine

William Wellington Paine, fifty-one, for twelve years national advertising manager of the Boston *Herald-Traveler*, died this week at Newton, Mass. In 1917 he became assistant to Charles Coolidge Parlin, director of the division of commercial research of the Curtis Publishing Company. He joined the *Herald-Traveler* in 1923.

Harrison to Quigley

Robert Harrison, formerly with Charles H. Tobias, Inc., New York, has joined the advertising staff of the Quigley Publications, New York, and has been assigned to *Better Theaters*.

Merchandising Beer

Big Returns Waiting on Initiation of a Common-Sense, Modern Effort to Sell and Advertise Product

By Oscar Vogl

ADVERTISING men have one thing in common with salesmen—they blame everyone for their shortcomings except themselves. Before repeal, every brewery executive's office was stamped by advertising experts and agency vice-presidents. They painted beautiful pictures of advertising's contribution to the sales volume of beer. Frequently they appeared in groups of four to fourteen, armed with charts and presentations that represented visible burdens on expense accounts. These were beautiful dreams, but what actually happened?

The first year of beer's return, people consumed approximately 20,000,000 barrels of beer. Thirty-two per cent of this was in bottles and 68 per cent in kegs. In the second full year, this country consumed approximately 40,000,000 barrels of beer, 25 per cent in bottles and 75 per cent in kegs. This year the figure is expected to reach 50,000,000 barrels; for the first five months it ran 28 per cent in bottles and 72 per cent in kegs.

With unemployment averaging 10,000,000 and tax burdens taking 55 cents out of every brewery dollar, this is not a bad record, but what had advertising to do with it? What actually did advertising contribute to the sale of beer after repeal? Very little, any fair-minded, well-informed observer must confess.

Every brewer takes pride in his trade-marked product. The bottled beer or case goods, as they are called in the trade, carry this mark and cannot, like kegged beer, be substituted without detection. Here was an opportunity for advertising to make good from the start. A study of figures proves most dis-

appointing since the sale of bottled beer decreased the second year and shows a slight increase so far this year, not due to effective advertising, but primarily on account of the popular demand for half-gallon bottles.

Of course the alibi experts will say, "Why blame us? We had the ideas, the plans and what else will you have?" These "bull-headed brewers" cannot see anything but vanity advertising. What do they know about merchandising except to control their retail outlets through hook or crook, or about salesmanship except, "Set 'em up for everybody," or "Let's have another."

There is more truth than profit in these statements, but they must be classified as lame excuses.

Beer advertising, a few local and one or two national campaigns excepted, has so far not produced many outstanding worth-while examples of something to point to with pride. And there is so much it could do! What is wrong?

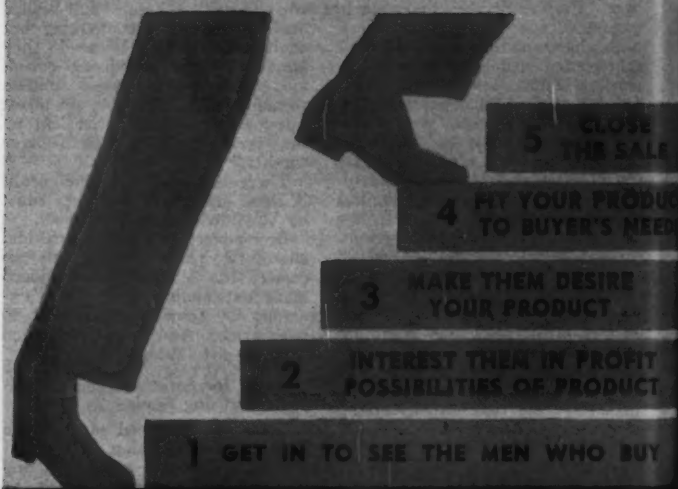
A Field for Serious Merchandising Study

Many brewers need educating in modern merchandising. They naturally drifted into old habits and repeated past mistakes such as affiliating with politicians and trying to control retail outlets, but why does not some advertising agency give the beer problem serious study?

Light 3.2 per cent lager beer is bound to become our national drink. If properly brewed it is a refreshing, wholesome, nourishing, healthful beverage. As unemployment decreases, quality of the product improves, taxes are reduced and the public becomes more temperance

FREE YOUR SALESMEN for the REAL JOB of SELLING.

Let's **Take**



M c G R A W - H I L L P U

American Machinist
Aviation
Bus Transportation
Business Week

Coal Age
Chemical & Metallurgical
Engineering
Construction Methods

Electrical Merchandising
Electrical West
Electrical World
Electronics

Factory Man
Maintenance
Metal and Metal
Power

McGRAW-HILL PUBLISHING COMPANY, INC.

330 WE

ADVERTISING

Take the first 3 steps

● Your salesmen's time is too valuable to be spending hours on the preliminary steps of getting attention, interesting the prospective buyer, and creating desire. Advertising can do these things at lower cost.

Let us show you how really low the cost is, how really effective the job can be, when you back up your sales effort with advertising in the waste-free McGraw-Hill Publications.

PUBLICATIONS

Factory Management and
Maintenance
Metal and Mineral Markets
Power

Engineering and
Mining Journal
Engineering News-Record
Food Industries

Product Engineering
Radio Retailing
Textile World
Transit Journal

330 WEST 42nd STREET, NEW YORK, N. Y.

minded, beer sales will increase by leaps and bounds.

Advertising or no advertising, this is bound to happen. According to one reliable industrial engineer who has made a thorough study of the brewing industry, there exists today no better investment opportunity than stock ownership in a properly organized and well-managed and financed brewery.

There also exists no greater opportunity for advertising and merchandising than is presented by the brewing industry. Brewing methods of today will be antiquated a few years hence. Millions of dollars' worth of equipment will be replaced by new labor-saving and more sanitary devices.

An Opportunity for Torch Bearers

Methods of distribution are changing now and will continue to change rapidly. Beer needs new ideas in selling, merchandising, advertising and distribution. Where are the faithful torch bearers with vision, backbone and brains to research thoroughly, create originally and carry on courageously?

A re-organized brewery located in a city of a million population and headed by a progressive college type grandson of the founder, employed a successful advertising agency. An elaborate campaign was laid out and nearly approved when the young man got a hunch. He took a tour around the country to see other brewers. He found a man who knew something about the peculiarities of the trade and who had ideas. They went in a huddle—all in harmony with the agency—and made several changes. The result was a knockout. Sales climbed. Consumer acceptance was quickly secured. In spite of the city being known as a chiseler's market, top prices were maintained and the cash-on-the-line policy adhered to.

In the same city one brewery had to be re-organized due to financial difficulties, another was closed up and still another changed hands due to poor management.

The reverse of this occurred in another brewery. During all the

lean years of prohibition this concern had built up an enviable reputation and national distribution for its branded near beer. Its earning records were the envy of the trade. What a chance when beer returned. Yet here is what actually took place.

Bankers bought control, floated an issue which was quickly sold to the public at a good price. Management changed from the old-fashioned brewers to modern Wall Street trained merchandisers. The result was a constant loss of markets and money until today the brewery is operating under 77-b.

Sound brewery merchandising counselorship not only could have saved this brewery but could have maintained the splendid national reputation of the brand and produced profits instead of losses. In this case, each advertisement was a masterpiece, from a strictly art standpoint. But, as they say in Hollywood, stars change with the taste of the public and fine faces alone do not produce box-office receipts.

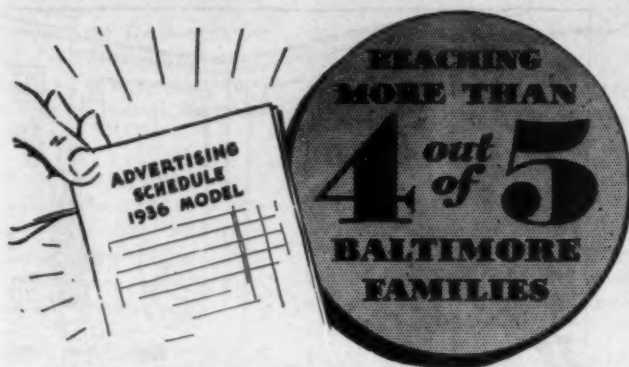
Planning Will Be the Basis of Better Advertising

The better beer advertising will not necessarily consist of better typography, artwork, copy or idea material but it will have to be better planned to sell more beer. This thought has been best expressed by a prominent advertising agency that took its own medicine by recently advertising nationally: "The essence of advertising is *salesmanship in print*—Reason-why in copy that commands action from the reader."

To make beer advertising sell more beer it must first, last and all the time be synchronized with better merchandising and more intelligent selling.

Brewers need educating in these essentials. Their offices and minds are not impregnable, in fact they are jovial, cordial and a well-meaning crowd of good fellows. Many among them, especially of the younger generation, are anxiously searching for better methods of selling beer.

The curse of any business con-



UP GO YOUR SALES—down go your costs—when you revise your advertising schedule to fit present day Baltimore. Things have changed—for Baltimore has gone News-Post in a big way.

Consider these facts:

200,701 net paid (12 months average)—**60,000 MORE** than any other Baltimore daily.

160,537 in the ABC city zone—84.4% coverage of the Baltimore City families.

31,164 additional circulation in suburbs and nearby territory.

AND at 35¢ a line. For *sales results* schedule the News-Post.

BALTIMORE NEWS-POST

Represented Nationally by

HEARST INTERNATIONAL ADVERTISING SERVICE

FODNEY E. BOONE, General Manager

On Sundays

The Baltimore American has the largest circulation in the South—227,843 and still going up.

.. that you take no thought for food or raiment, health, beauty, recreation, or any such normal concerns of normal American people;

.. that your homes, from dawn to dusk, are the scene of a continual beaverlike activity—building and rebuilding; painting, plastering, papering, shingling and refurbishing;

.. in short, that you are nothing in the world but a great big bunch of "building material prospects."

WE rise to defend you—700,000 perfectly sane American Home readers—against this naive misconception.

Perhaps our conscience pricks us a little. For we must admit that we are characterized you, time and time again, as the world's finest prospects for building and home furnishing materials. You naturally would expect that, since you build homes, live in homes, spend money on your homes. And since you read a magazine that concerns itself with nothing except the home and life in the home. But Heaven forbid—that simply because you show this devotion to your homes—you should be pigeon-holed

exclusively in the "lath-and-plaster" group. We know different.

We know you are interested in THE AMERICAN HOME because of its *complete home-making program*—because it is devoted 100 per cent to every phase of Home Service—Building, Furnishing, Housekeeping, Food, Children, Gardening—because its columns constitute your guide and authority on *all* of your home activities.

Your interests, your needs, are actually broader, not narrower, when you live in a home. Your lives are fuller . . . because you have *more room to live in*.

Room for more guests at your table; more groceries in your pantry. Room for relatives, for children and maids and dogs and cats. Room for music and books and games. Room for hobbies; room for necessities. Room for lots and lots of things that there simply *isn't* room for in a parlor-bedroom-and-bath.

So, as home dwellers, as readers of THE AMERICAN HOME, your importance to American Industry extends far beyond the brick-and-mortar field. You are in reality No. 1 buyers of everything that is eaten or worn or slept on or used in any way in the home.

Sincerely yours,

The AMERICAN HOME

America's No. 1 medium for advertisers who sell *anything* for the home

sists of greedy members who work on the one-time circuit. This type of advertising has been most harmful to the brewers. Unfortunately there are too many in the profession who cannot say "no" to a brewer who has ready cash but is not really ready for a campaign. The worn out and weak excuse is: "Well, if we don't take his money someone else will."

One such case was a medium-sized, Middle-Western brewer whose first series of newspaper advertisements brought in a flood of complimentary letters but few sales. The result was just one other flash in the pan and no more appropriation. The old adage of Henry Heinz, founder and originator of the 57 Varieties, to plan the work first and then work the plan would be sound advice for all those who handle brewers' advertising money.

To make more constructive suggestions one must face existing conditions.

The rejuvenated brewing industry still subsists on a dog-eat-dog basis. Competition is very keen and co-operation scarce. Old-time evils such as attempting to subsidize jobbers and retail outlets still exist. Salesmanship is not of the highest type. Too often sales management follows the line of least resistance. Merchandising frequently consists of treating consumers and prospects to the competitor's product. In most cases, outside of furnishing expensive electric signs, counter and window trims, little real sales-promotional efforts are being made.

Tavern Keepers and Portfolios

The retailers—the tavern keepers—are as a class not very susceptible to a solicitation coupled with much demonstration or the display of an advertising portfolio. Their minds revolve on two queries: "How much a barrel and what are you going to do for me?"

Of the 10,000 wholesalers or distributors only 2,000 enjoy a good rating. Most of them handle too many brands, depending entirely on brewery representatives to do the missionary work to hold the account for the brand.

The distributors' salesmen are in major instances wagon salesmen who believe in themselves and their ability to switch their trade from one brand to another.

This is a not too promising picture to use as a background for a sales and advertising campaign. Yet here and there brewers who know how, aided by advertising agencies that did not jump at conclusions and were not greedy to grab immediate profits, built fine campaigns that produced results.

The Battle Between Can and Bottle

After much experimenting, the can manufacturers have produced a lining for cans that will prevent metal turbidity. This has opened a new outlet that is now being exploited by a number of leading brewers. The merchandising, sales and advertising efforts put forth to promote canned beer sales deserve favorable mention and careful study by all students of the subject. There will be quite a battle fought between the can and the bottle. The decision will rest where it always does, with the consumer. In the meantime much money will be spent for the advertising and the promotion of both packages, which should have a tendency to increase the sale of packaged beer and promote greater consumption of beer in general.

Ever since a few brewers in the Northwest started to promote half-gallon bottle beer sales without much advertising or ballyhoo, the idea took root and spread all over the country. Merely on the strength of its merit, half-gallon bottle beer sales are climbing. In the first place, the beer is the same as keg beer and in the second place is more economical than ordinary case goods.

The tavern keepers feature the half-gallon bottle because it brings consumers to their premises more frequently. In spite of the many fine features and the splendid sales appeals, there have been hardly any campaigns staged to promote the sale of this article.

It may be worth while to point out also the dire need for a national beer advertising campaign.

A.

T
tiser
fifth
mag
just
the
of th
whic
perm
ceive
vario
of a
perio
State
parat
group
nation
maga
non-n

Dead

Wi
and d
Car C
on N
old.
autom
fied w
old.
panies
York
Aircra
Hupp.

Permu

To
motion
has be
Permu
soften
Foulds
of indu
ager of
inson,

Lauzon

Alber
preside
Chicago
Kircher
account
for five
Kester,
years
Aubrey,

So far not the slightest progress has been made in this direction. A questionnaire sent by this writer in 1934 to brewers disclosed that 75 per cent believed a co-operative advertising campaign would increase beer consumption.

Attempts have been made by the secretary of one of the brewers' associations to interest all the brewers in a national campaign.

Due to the fact that there are several brewery associations which only work in harmony when the very existence of the industry is in jeopardy, nothing has been accomplished. This situation presents a splendid opportunity for some agency to show its organizing, merchandising and selling ability and cash in with a million a year account.



A. N. A. Issues Magazine Study

The Association of National Advertisers has released to its membership its fifth yearly edition of its studies of magazine circulations. The three studies just issued are for six years, covering the entire period since the introduction of the revised publisher's A. B. C. form, which, in contrast to previous forms, permits of reconciling subscriptions received through various sources and by various methods with the total number of subscriptions produced during the period covered by each Publisher's Statement. The studies include a comparative analysis of circulations of three groups of magazines, respectively, six national women's publications, five national weekly and five national monthly magazines. The studies are available to non-members for \$2 a study.

Death of W. B. Hurlburt

William B. Hurlburt, vice-president and director of sales for the Hupp Motor Car Corporation, died at Wilton, Conn., on November 2. He was sixty years old. Mr. Hurlburt was a veteran in the automobile business, having been identified with it since he was twenty years old. Associated with many of the companies in the industry, he was New York sales manager for the Belanca Aircraft Corporation until he joined Hupp.

Permutit Elects Foulds

To correlate and direct all sales, promotion and advertising, Henry W. Foulds has been elected vice-president of The Permutit Company, New York, water softening equipment. Assisting Mr. Foulds will be L. S. Ferguson, manager of industrial sales; O. P. Harris, manager of domestic sales; and H. H. Wilkinson, advertising manager.

Lausmann Joins Kircher

Albert A. Lausmann, formerly vice-president of L. G. Maison and Company, Chicago, Ill., has joined The Albert Kircher Company, of that city, as an account executive. Mr. Lausmann was for five years advertising manager of Kester Solder Company and for three years contact and copy man with Aubrey, Moore & Wallace, Inc.

Way with Guildcrafters

Ralph B. Way, for fifteen years with Charles F. Dowd, Inc., Toledo agency, as vice-president, has resigned to join National Guildcrafters Incorporated, Columbus, Ohio, as secretary and treasurer.

He will have charge of advertising and sales promotion in his new connection. National Guildcrafters are to market home study courses in the various branches of arts and crafts.

The courses will be sold by mail, space being used in a list of publications starting either in December or January. A club selling plan will be used to supplement the mail-order plan.

Newmark Starts Miami Service

J. H. Newmark has started an advertising service at Miami Beach, Fla., with offices at 530 Lincoln Road. He was formerly for many years with General Motors and Durant Motors in advertising and sales executive capacities. Associated with him is Bruce L. Henry, formerly with Evans-Winter-Hebb, Inc., Detroit. Members of the staff include Benjamin Dillon, art director; Albert Fink, account director; and M. A. Kamins, office manager.

Hudson Names M. M. Roberts

M. M. Roberts has been appointed sales promotion manager of the Hudson Motor Car Company, Detroit, according to W. R. Tracy, vice-president in charge of sales. Mr. Roberts has had a long experience in the automotive field, having been assistant advertising manager for the Olds Motor Works for six years and later having been in charge of sales promotion for the Buick-Olds-Pontiac organization.

Hotels Plan Joint Campaign

A group of hotels in the Lake section of Florida is planning a co-operative advertising campaign this year, using a list of newspapers and magazines to feature participating members. Craven & Hedrick, New York, will place the account. This agency has also been appointed to handle the advertising of the Charlotte Harbor Hotel, Punta Gorda, Fla. Newspapers and magazines will be used.

"TWO BITS FOR A

I
fr
b
st
a
to
y
e
W
a
b
in
k
P
B
P
be
fo
tr
E

MAGAZINE? not me!"

REDBOOK *is not edited for people who are forced to economize. Its aim is to interest people who can afford to buy what they want.*

REDBOOK picks its articles to please the new-car-every-year families, where a dozen bed-sheets bought at a clip is not financial suicide, but merely good home management, where orange juice comes to the table in a pitcher, and where your advertisement does not have to educate as well as sell the reader.

We write to that type of family. We have sat in their living rooms and had them tell us what they like best in Redbook. From hundreds of interviews made every month we know they like Booth Tarkington, P. G. Wodehouse, Stephen Vincent Benet, Ursula Parrott, Zona Gale, Philip Wylie. They told us so.

Does such an editorial policy based on reader research make money for advertisers? Key advertisers who trace returns say so. Take school and

camp advertisers. They can tell what magazines produce their enrollments, and they put more advertising in Redbook than in any other magazine. Apparently more Redbook families can afford private schools for their children.

If it cost more to reach families who buy more, it would still be justified. But happily, in Redbook's case, it doesn't. Redbook's rate is only \$2.48 per thousand families, lowest in its field (based on guarantee). And more, a book-length novel in every issue keeps Redbook (and your advertisement) alive long after other advertising has ceased to work.

Manufacturers who see the wisdom of going after the easy sales first, start by placing their advertisements before Redbook's 775,000 families.



Advertise to your **BETTER** customers FIRST... in Redbook

New A. B. C. Publicity Rule

A SET of amendments tightening up publicity restrictions relative to Audit Bureau of Circulations reports and documents has been adopted by the board of directors of the Bureau. The new rulings make more specific the prohibitions concerning imitation of A. B. C. forms.

Official reports obtained from the Bureau, it is now provided, must not be annotated or added to or changed in any particular. Nor may they be distributed with any additional material printed or written on the form, or attached to it. It is specified, however, that the rule does not restrict the enclosure with a Bureau report of a letter or circular commenting on the report, provided that such accompanying material is so designed in substance, format and appearance that it could not reasonably be mistaken for a Bureau document or communication.

The directors also adopted an amendment to the ruling on newspaper extra editions. This deals with cases where a newspaper which normally omits publication on a certain day of the week issues an extra issue on the off day. The net paid circulation of such an issue, the new rule states, shall not be included in the net paid average figure, but may, if the publisher

elects, be reported in the paragraph devoted to general explanations. To qualify for such citation, the extra must carry all the national advertising scheduled either for the day previous to or the day following the issuances of the extra edition.

Another new ruling relates to the occupational analysis of business-paper circulation. This provides for the separate setting up of an occupational analysis of subscriptions limited to special features only, as in the case of once-a-month subscriptions to a weekly publication.

The advertising agency division of the Bureau has elected the following advisory committee: L. T. Bush, Blackman Advertising, Inc.; George Pearson, J. Walter Thompson Company; C. F. Goldthwaite, J. J. Gibbons, Ltd.; J. J. Hartigan, Campbell-Ewald Company; Arthur H. Ogle, Needham, Louis & Brorby, Inc.

The new advisory committee for the farm-paper division consists of: Benjamin Allen, Curtis Publishing Company; W. G. Campbell, *Indiana Farmer's Guide*; P. D. Mitchell, *The Farmer's Advocate and Home Magazine*; Dante Pierce, *Wisconsin Agriculturist and Farmer*; P. E. Ward, *The Farm Journal*.



Adds Givaudan to Staff

Ben T. Givaudan, formerly in charge of new business, Givaudan Company, printer, New York, has joined Terrill Belknap Marsh Associates, that city, as an account executive.

. . .

Appoints Bachenheimer-Dundes

The Credit Association of Clothing and Furnishings Manufacturers, Inc., New York, has appointed Bachenheimer-Dundes, Inc., New York, as advertising counsel.

. . .

Form Princeton Agency

Henry Quellmalz and Edward H. Peplow, Jr., have formed the Princeton Advertising Agency, with offices at 82 Nassau Street, Princeton, N. J.

Joins Metropolitan Agency

Edward N. Decker has joined the Metropolitan Advertising Company, New York, as account executive. At one time he was head of his own agency in Cleveland and also operated his own business in Detroit.

. . .

Heads Grinnell Division

R. Newton Brown has become associated with the Grinnell Lithographic Company, Inc., New York, as director of its newly formed "point of purchase" advertising consultation division.

. . .

Represents Prescott Papers

Fenger-Hall Company, Ltd., has been appointed national advertising representative of the Prescott, Ariz., *Evening Courier* and the morning *Courier-Journal*.

✓ For 45 consecutive

months, Philadelphia's department

stores have placed more advertising

in the EVENING LEDGER than in any

other Philadelphia evening paper.

Home Department

Dead

What I Am Trying to Do
By HENRY A. WALLACE
The Secretary of Agriculture outlines goals he seeks to reach

The Swerve By Edwin Markham

Bird Dogs I Have Known
In a bird dog, says Mr. Rutledge, the quality to look for is nerve, not money
By ARCHIBALD RUTLEDGE

The First Billion Dollar Cotton Crop Since 1929
By CULLY TOBB
Don't's Immediate

a gr
a gr

● Read the list of titles, see the names of famous American business and agricultural leaders, fiction-writers, poets, and artists who have helped give distinction and authority to **Progressive Farmer** as a really great Southern magazine in 1935. And (just as samples) pick up our September, October and November issues and see —

—Cover
—Insid
—Poem
—Storie
—"Wha
—"Bird
—"The
—"Succ
ident
Chemb

ogres
And S
NGHAM R

230 Park Avenue, Edward S. T
THE SOUTH ADIN
More than 900,000 A. B. C.



progressive farm publication and family magazine

- Cover art by Penrhyn Stanlaws and R. S. Woodward
- Inside art by J. J. Lankes and Granville Bruce
- Poems by Edwin Markham and Grace Noll Crowell
- Stories by Ben Ames Williams and Harris Dickson
- "What I Am Trying To Do"—Secretary Henry A. Wallace
- "Bird Dogs I Have Known"—Archibald Rutledge
- "The Outlook for King Cotton"—Cully A. Cobb
- "Success Talks for Farm Boys"—By Franklin D. Roosevelt, President of the United States, and Harper Sibley, President U. S. Chamber of Commerce

Progressive Farmer
and Southern Ruralist

INGHAM RALEIGH MEMPHIS DALLAS

*A Leader in Typography,
Fiction, Art and Poetry, as
well as in Practical Value
for Southern Farmers and
Homemakers.*

Avenue, Edward S. Townsend Co., San Francisco Daily News Bldg., Chicago

UTHADING FARM-AND-HOME MAGAZINE

A. B. C.

Rate Base—\$50,000 Guaranteed

200,000 LINES

Increase

For the first 9 months of 1935, National advertisers expressed their preference for The Philadelphia Inquirer by using 200,000 more lines of space than during the same period of 1934 . . . an increase far greater than that of all other Philadelphia newspapers combined.

The Philadelphia Inquirer

"Pennsylvania's Greatest Morning Newspaper"

NEW YORK
H. A. McCandless
60 East 42nd Street

CHICAGO
Guy S. Osborn, Scollars & Mosher, Inc.
300 N. Michigan Avenue

DETROIT
Guy S. Osborn, Scollars & Mosher, Inc.
General Motors Building

BOSTON
M. L. Tyler
80 Boylston Street

ST. LOUIS
C. A. Cour
Globe Democrat Building

SEATTLE **LOS ANGELES**
SAN FRANCISCO
R. J. Bidwell Co.

Newspaper Advertising is Point-of-Shopping Advertising

R
chain
Wes
gins
for t
sume
says
tend
Rese
empl
go o
Cour
twen
food.

New
limite
book
Publi
Burea
Attor
Texas
on cl
bill t
gross
vertis
nibus
intras

Institu
ers ab
ufactu
will
Copel
trial C
of 3.9
played
. . .
regula
ing o
Washi
FAA
expect
effecti

Accor
Tribun
dent, C
by say
not int
fore F
Over
begin
held un
judge

I See Where . . .

RUTH BRINDZE, author of "How to Spend Money," and chairman, Consumers' Council, Westchester County, New York, begins regular column in *The Nation* for the benefit of "the forgotten consumer," which column, *The Nation* says editorially, will "further extend" the efforts of Consumers' Research, Inc. . . . Nine striking employees of Consumers' Research go on hunger strike in Warren County jail, but five yield after twenty-four hours to smell of food. . . .

New York State may print unlimited number of milk advertising booklets sponsored by State Milk Publicity Bureau at no charge to Bureau, according to opinion by Attorney-General Bennett. . . . Texas Senate kills State sales tax on close vote. Texas House kills bill to levy tax of 1 per cent on gross receipts from newspaper advertising. Texas House passes omnibus tax bill, including tax on intrastate radio advertising. . . .

Institute of Medicine Manufacturers absorbs United Medicine Manufacturers of America, Inc., and will fight certain provisions of Copeland Bill. . . . National Industrial Conference Board reports drop of 3.9 per cent in number of unemployed in September over August. . . . Hearing on FAA's proposed regulations on advertising and labeling of distilled liquors held in Washington concluded October 31. FAA indicates regulations to be expected November 15, to become effective March 1, 1936. . . .

According to New York *Herald Tribune*, J. B. Stewart, vice-president, O. A. A., raised novel point by saying outdoor advertising is not interstate commerce and therefore FAA lacks jurisdiction. . . . Over 100 Pennsylvania concerns begin suit to have revised AAA held unconstitutional. Federal Court judge at Macon, Ga., refuses to

dismiss 120 injunctions against processing tax. U. S. Circuit Court of Appeals refuses to set aside stays obtained by twelve corporations on processing tax. Supreme Court sets December 9, as date for argument of Hoosac Mills case. Brookings Institution report recommends further experimentation with AAA marketing agreements, saying long-run beneficial effects not yet clearly established. . . .

Nasty mix-up in Ohio concerning State liquor stores, graft, and advertising in Ohio newspaper. . . . F. T. C. disapproves fair-trade practice rules of retail automobile dealers because four of six rules proposed price-fixing. . . . New York *Journal of Commerce* in Washington dispatch sees this giving impetus to campaign for Federal legislation legalizing re-sale price-fixing. . . . NRA Industrial Advisory Board, at hearing, approves labor provisions in proposed voluntary agreement by wholesale tobacco industry, but NRA Labor Advisory Board denies approval. . . .

Steel tubular and fire-box boiler manufacturing industry submits trade practice rules to F. T. C. . . . Cotton converting industry submits trade practice rules to F. T. C. for eight divisions of trade. Rules would forbid secret payment of allowances, false branding, etc. In case of division 4, curtain and drapery fabrics; division 5, shirtings; division 6, wash goods; and division 8, bleached goods, the giving of advertising allowances is forbidden. . . .

Standard Statistics Company believes industrial production will improve in November and be well sustained in December, with chief support from automotive trade. . . . Federal Housing Administration issues seventeen-page plan by which electrical contractors can further re-wiring, and issues new publication for consumer, entitled

"How to Have the Home You Want." . . . More than 1,000 savings and loan institutions now insured through Federal Savings and Loan Insurance Corporation. . . .

• • •

National Retail Dry Goods Association to publish "Retailers' Calendar and Promotional Guide for 1936" about November 20. . . . Agricultural Department cites Great Atlantic & Pacific Tea Company as violating Packers and Stockyards Act, to which A & P officials reply: "We have read the complaint of the Secretary of Agriculture and from its wording the Department is evidently under the impression that we are packers. We are in no sense packers, nor do we buy, slaughter, or process livestock. We are therefore not involved in any violation of the Packers and Stockyards Act." Department of Agriculture then cites over ten packers, charging they participated in violation of act. . . .

• • •

Bureau of Agricultural Economics sees bright outlook for farmer in 1936. . . . Alexander Hamilton Institute index of general business 81.1, being 17.7 per cent over year

ago. . . Farm price index 109 on October 15, against 107 on September 15, and 102 on October 15, 1934, according to Department of Agriculture. . . . Index of retail food cost unchanged on October 8, compared with September 24, says Bureau of Labor Statistics, at the same time announcing number of items included in index has been increased to give more accurate picture. . . .

• • •

Rural retail sales up 6 per cent for September, 1935, against same month year ago. . . . Wholesale commodity prices down 0.5 per cent during week ended October 26, with index then 80.3 per cent of 1926 average, says Bureau of Labor Statistics. . . . Professor Irving Fisher's index number of commodity prices (1926=100) 85 against 85.3 week before and 85.6 four weeks before, while Crump's index figure of British commodity prices for same week, same average, was 68.5, compared with 68.7 week ago and 66.8 four weeks ago, says *New York Times*. . . . Car loadings off. . . . Steel output up.

G. M. S.

♦ ♦ ♦

Ohio Circulation Managers Elect

John Flood, circulation manager of the Wooster, Ohio, *Record*, has been elected president of the Ohio Circulation Managers' Association, which held its annual convention in Columbus recently. He succeeds Glen L. Cox, of the Dayton *Daily News*. Lewis Mottice, Marietta *Times*, is secretary-treasurer.

• • •

Darling Joins Aldine Paper

David D. Darling, for more than seventeen years with A. M. Davis Company, Boston, as production manager and assistant art director, has joined the Aldine Paper Company, New York. He will serve as manager of the fancy paper department.

• • •

Appoints Donahue & Coe

Elizabeth Hawes, Inc., designer, has inaugurated a fall and winter campaign with special copy in the women's quality publications and in a selected list of New York newspapers through Donahue & Coe, Inc., New York.

Eshleman Expands Service

The Benjamin Eshleman Company, Philadelphia, which heretofore has specialized in the creation and operation of outdoor advertising, has expanded its operations to include a general advertising service. James J. D. Spillan, formerly with the F. Wallis Armstrong Company, has joined the organization in an executive capacity.

• • •

Utica "Press" Names Hay

Russell D. Hay has been appointed advertising manager of the Utica, N. Y., *Press*. He has been with the advertising department of the Chicago *Times* for five years. Previously he was with the Geneva, N. Y., *Times*.

• • •

With Universal Cooler

H. E. Markland, formerly assistant domestic sales manager of the Kelvinator Corporation, Detroit, has been appointed domestic sales manager of the Universal Cooler Corporation, of that city.

SHOPPERS JAM STORES; SALES CLIMB 50 PCT.

**Transportation Lines Use
All Available Equipment;
Traffic Congests Streets**

One of the largest week-ends for retail sales in many years—a volume of business that taxed the patience of traffic officers and caused street railway officials to call out all available equipment—Saturday cheered downtown merchants.

Shoppers, men, women and children, by the tens of thousands flowed through the downtown stores, boosting sales to 50 per cent above "normal" days of the present season.

Other trade indices were at a higher level than the week before. Boosted by 1936 models, automobile production stepped up to 44,416 units compared with 31,643 a week ago.

Bank Clearings Rise

Bank clearings passed ninety-three millions, compared with eighty-five millions a week ago.

Improved and stabilized conditions in Detroit industrial plants,

MARKET: 1936 model

In the lead again! The Detroit market . . . bigger, more responsive, packed with more buying-power, and singing a song of busy factories and ringing cash registers.

The first 1936 model market invites you to increased sales. . . . And for maximum efficiency in your sales-effort, place your advertising campaign in Michigan's most powerful advertising medium, The Detroit Times.

—From Detroit Sunday Times, October 27, 1935.

DETROIT TIMES

"IN DETROIT . . . THE TREND IS TO THE TIMES"

REPRESENTED NATIONALLY BY HEARST INTERNATIONAL ADVERTISING SERVICE—RODNEY E. BOONE, GENERAL MANAGER

What the Consumer Wants in Advertising

It may be that Miss Raitt was a bit Utopian when, addressing the Association of National Advertisers in Atlantic City last week, she set down a formula through the use of which she thought business could rise above consumer suspicion. But if she suggested some things that could not be done, she outlined more things that could be done—and should be. Allowing a bit for her natural enthusiasm as a consumer advocate, Miss Raitt conveyed some valuable thoughts on how to lift advertising into the high regard of the consumer. In any event, her approach is judicial and good-tempered—in refreshing contrast to the impulsive, and often ignorant, zeal of the professional reformer who is against advertising on general principles.

By Effie Raitt

President, American Home Economics Association

THE reliability of advertising and consumer good-will are so closely related that they cannot be considered separately. The public is not at present discriminating. They react to advertising as a whole—not to fair, honest advertising one way and to false advertising another. People cannot decide what is worthy and what is unreliable unless they have an adequate basis for judgment. The question is how to supply this. Modern business should be credited with the initiation of many movements designed to aid the customer in making better choices. These should secure good-will.

Consider for example:

1. The "Truth in Advertising" movement.
2. Work of Better Business Bureaus in fifty-five cities.
3. Establishing and control of standards through trade agreements.
4. The slow but sure spread of informative advertising.
5. The beginnings of the use of labels having exact and inclusive specifications.
6. Passing of the McNary-Mapes Amendment to the Food and Drug Act, due to the effort of canners.
7. Excellent health education programs, under the auspices of

some of the insurance companies.

8. Supporting honest research, especially when data presenting both limitations and values of products are published.

9. The service of well-trained home economists employed by industry to interpret consumer needs to their companies and to help keep information given to customers understandable, informative and reliable.

In spite of all these efforts by commercial agencies, a curious state of ignorance exists on the part of the public in regard to the part that business plays in the protection of the customer against his own lack of information and common sense.

Many people, I have no doubt, firmly believe that most trade agreements are forced upon business by the Government. Also, much of the confidence that better business has a right to expect is counteracted by the mass of misleading advertising. If you use advertising as a tool of selling you must help to control advertising, by whatever tradesman used and through whatever medium expressed. This is an inevitable factor in securing good-will.

Before an advance can be made

Good Copy

is measured by many totally different yardsticks. Sometimes it doesn't even need to be measured in order to be recognized as a message worth remembering.

Years ago a famous novelist elected to divide the people of the world into two classes which she bluntly characterized as the "leaners" and the "supporters." Perhaps it would be equally fair to divide advertising into two divisions—"gimme" and "take ye."

In the first division, the purpose of the copy is so thinly disguised that the casual reader recognizes it as merely a fishing expedition to make as many immediate sales as possible for the advertiser.

In the other division, advertisers offer a product or a service designed to benefit the customer or the client and the advertiser.

HAWLEY ADVERTISING COMPANY, INC.

95 Madison Avenue, New York City

Concentration of Purchasing Power in CANADA

The Montréal Market District (with 19.2 per cent of the population of the Dominion) is the mass market of Canada, just as New York is the mass market of the United States of America.

Montréal is America's second largest seaport and—although it is 1000 miles from the sea, it handles 75 per cent of all Canada's overseas Exports and Imports.

Montréal is the operating centre for all the railroads. It is the financial centre of Canada, and is the foremost manufacturing city—specializing in no *one* industry, but the Dominion leader in manufactures of tobacco, clothing and many other lines.

YOU MAY BE STRONG ENOUGH IN ONE

What
MON

1,996
Popula

For ful
write the
French N
liam J. M
Ave.; Chic
S. L. Rees
Out.—The C
raven St., L

LANC

What New York is to U. S. A. MONTREAL is to CANADA!

1,996,255
Population

Montréal, with the urban, suburban and food producing areas surrounding the metropolis for 100 miles east and west, and 50 miles north and south, has the concentrated purchasing power of almost **TWO MILLION PEOPLE**—and 72.8% is FRENCH.

The facts presented here have been gathered by the Montreal La Presse, in the interest of manufacturers and others who desire to develop trade possibilities in Canada.



72.8%
FRENCH

For full information on marketing conditions write the Business Manager, La Presse, Canada's French National Newspaper, Montreal, or William J. Morton Co., New York Office: 200 Fifth Ave.; Chicago Office: 410 N. Michigan Ave.—S. L. Rees, 213 Metropolitan Bldg., Toronto, Ont.—The Clougher Corporation Limited, 26 Raven St., London, W. C. 2.

NE LANGUAGE. HOW ABOUT THE OTHER?

in removing consumer suspicion, the public must be convinced that you will help in the fight against dishonest and misleading advertising.

In addition to the elimination of all that is false and misleading, other correctives for consumer suspicion are substitution of reliable information for opinion, common sense for emotion, judgment based upon facts, for feeling aroused by ballyhoo. The well-informed buyer is the fair-minded buyer. You cannot have one without the other. Ignorance breeds fear. Confidence must have a substantial basis.

Wisdom in Choosing Appeal Determines Success

The wisdom with which the advertiser decides what appeal will be most attractive to prospective customers largely determines his success. In earlier days the practical elements of durability and purity seemed most effective, then love of beauty, social prestige, vanity and the so-called snob appeal were employed. Some of these were not quite so worthy as others, but no great harm was done, except to further stultify the customer's reasoning powers. When competition became more intense, advertisers resorted to arousing a more deep-seated emotion, namely, fear. Fear of social disapproval, fear of lack of one or another of the vitamins or of iron or of calcium or later of copper. Fear of failing in conversation, fear of infection—in short, fear of every conceivable disaster, physical and spiritual.

The principle seems to have been "keep them ignorant and make them afraid." This was a great blunder on the part of the advertiser. Fear psychology is an extremely unwholesome state of mind. Where it is present, a feeling of confidence cannot be established. Today a great fear complex exists. This mass consciousness of lurking dangers, advertisers have been in large part responsible for arousing.

Certain groups with widely varying motives seized the opportunity, took advantage of the state of mind

to serve their own nefarious ends. They came to the attack from several angles. First, the frauds and cheats, out to make a dollar. They are always present and masters of psychology. Their ears are ever to the ground to catch the note that will get a ready response. Almost all advertising by this group is an appeal to fear.

Second, the competitor who by subtle suggestion or more blatant insinuation throws suspicion upon goods similar to his own but under another brand. Through toasting, dating, use of a secret formula, this acid or that, he claims for his commodity all the virtues denied to others. Look down the long list of culprits published in *PRINTERS' INK* of October 11, 1934. You must acknowledge that advertisers have aroused this suspicion that you now seek to remove.

Third, the reformer type who is out to save the world. Propaganda is a satisfactory activity to a certain type of individual, weak in intellect, but strong in emotion. The evidence that it is not the cause but the act that appeals is seen in the fact that such individuals save the country now in one way, now in another. The one thing we can always be sure of is that they will be enlisted in a cause until they die.

Some Want to Change the Social Order

Fourth, another group with intense and unswerving purpose are those whose intent is to change the social order fundamentally. According to them the profit motive must go. Capitalism is doomed. Anything that discredits business is grist to their mill. At the moment they realize that one of their most effective weapons is fostering fear and suspicion that has already been aroused in the minds of consumers by mistaken advertising.

There probably was never a time when buyers were more gullible. We are inclined to scoff at primitive man and his belief in magic. His counterpart is here today in hordes just as susceptible to suggestion, quite as ready to be fooled. It may seem a paradox that consumers are at the same time skep-

Nov. 7
tical a
that th
gard t
in by
A
sponsi
the pa
to play
ern li
statem
longer
fallacy
error i
exact
Produ
ties of
types;
est to
posses
Defini
Two U
Crea
rect w
as bre
ing, in
of the
has be
outside
ond ty
posses
what t
ing q
form a
is crea
The
buys
definite
as was
through
provide
wants.
duction
much l
ample,
soap.
well es
leached
winter
day th
swung
ingredi
sundown
was re
necessi
one of
all wit
periorit
to buy,
for cas
decided
vided l

tical and gullible. The difficulty is that they are often skeptical in regard to fair dealing and are taken in by friends.

A glance at the change in the responsibilities of the consumer and the part that advertising has come to play in the economy of the modern life may be in order. The statement that the home is no longer a production unit is a fallacy. In order to point out the error it is necessary to employ the exact definition of the economist. Production is the creation of utilities of which there are four or five types; two are of particular interest to us—form utilities, and possession or ownership utilities.

Definition of These Two Utilities

Creating form utilities is the direct working with materials such as bread making, weaving, washing, ironing and canning. Much of the production of form utilities has been transferred to agencies outside of the household. The second type of utilities is that of possession or ownership. Deciding what to buy, in what market, judging quality, determining which form and what quantity to select is creating possession utility.

The housewife of today who buys consumption goods is as definitely taking part in production as was her grandmother, when she, through the labor of her hands, provided for her family's material wants. While in former days production was more arduous, it was much less confusing. Take for example, the matter of providing soap. Formerly the routine was well established. Ashes were saved, leached, fat hoarded through the winter and in the spring on a fine day the great iron kettle was swung on its supports, a fire lighted, ingredients mixed, boiled and by sundown the year's supply of soap was ready. Today there is the necessity of repeatedly choosing one of innumerable kinds of soap all with insistent claims of superiority or special value. When to buy, where, how much, whether for cash or charge, are all to be decided. Choosing utilities provided by agencies outside of the

home is a tremendously important and complicated task. This is due in part to the vast array of commodities and services available and also to the comparatively rapid changes that have occurred in production of goods.

With the removal of fabricating processes from the household or neighborhood shop to manufacturing plants, a loss of common ability to judge qualities occurred. The enormous variety of products offered and the addition of commodities not heretofore known further complicated the problem. Advertising came to be an essential part of the complicated process of getting goods from producer to consumer. What does the buyer need to know that advertising may supply?

1. What the market provides in commodities and services, when available, where obtainable, the form, season and comparative costs in different markets.

2. Characteristics of goods, comparative values in relation to use, suitability to situations, durability and cost in operation and care.

3. The service record of the commodities.

Advertising Supplies This Information

For this information, the consumer-buyer is dependent in large part upon the advertising function of business. Without this help people would be decidedly handicapped in satisfying their wants.

The appeal to fear has been the most effective one that advertisers have used so far but the net result has not been good. There is a stronger and better one just around the corner. It is really there, namely, the appeal to reason. Scarcely a week passes that does not bring word of a new pressure group organized to protect the consumer. The country is thoroughly consumer conscious. The spirit that exists and cannot be ignored may grow more and more antagonistic to business or it may be so directed that consumers will again become intelligent buyers and business will receive a fair deal.

The moment has come for business to capitalize on this attitude

of mind. It will be fostered by providing information about composition, qualities and durability of goods. It can be further developed by giving directions for the use and care of products purchased. Confidence will be restored when advertisers show some respect for the human intellect and when business helps the customer to recover some pride in his ability to choose wisely.

Aesthetic values are important, love of beauty is a worthy motive but appearance alone is not sufficient except possibly in the case of art objects. The psychological appeal must be present also, but both the aesthetic and psychological appeal are more enduring when reinforced by other values.

What do consumers want?

1. Fundamentally, any information that will make them better buyers and will restore their feeling of confidence.

2. Specifically, facts regarding:

The fiber content of cloth, its exact composition, the grade of wool, quality of cotton, kind of silk, type of artificial fiber, color fastness, shrinkage, amount of weighting and filling if present; for durable goods three count, tensile strength, durability of nap, weight per pound when applicable, heat transmission value of blankets, safe methods of cleaning, etc. The style, thread count, gauge and elasticity of hosiery. Conformity to standard size in ready to wear goods, and facts about constructive processes including seams and finishes. This information should be carried on the label in cases where it will give a better basis for judgment:

In regard to foods, customers would profit by having: Grades of meats plainly marked. Score of butter printed on wrapper. Variety, grade and count of apples indicated on the box. Re-processed foods so marked.

Canned goods could be selected more wisely if the following were adopted: Uniformity of grade, designations for example. Fancy, choice and standard are applied to canned fruit, while Fancy, Extra Standard and Standard are used for canned vegetables. Count or size given where applicable, e.g., number of halves of peaches, pears,

size of peas by sieve number and by illustration.

Style of pack designated, e.g., apricots halved, pitted, unpeeled. Variety of food stated, e.g., Bartlett pears, Hale peaches. Strength of syrup given. Measure of drained contents stated. Statement made in regard to substances added, e.g., salt, sugar.

In the opinion of many, the only way to secure what is desired is by grade labeling.

Other Facts the Housewife Needs to Know

Standards accepted by trade agreements will help in the selection of household appliances. In addition, the housewife needs to know materials used, serviceability, durability, performance records, necessary caution in use and care, e.g., porcelain or enamel finishes, cubic contents of ovens and refrigerators; how to oil and grease motors.

Household supplies chosen with better judgment when information is furnished that applies, for example, to composition of wood finishes and detergents, their effect in service and their limitations.

Household furniture will give better satisfaction when serviceability as well as style are considered. This can be done intelligently when there is knowledge about materials used, construction processes and methods of care.

Above all, the consumer wants the elimination of false and misleading claims of values, and adequate protection against harmful substances in drugs and cosmetics.

What consumers do not want:

1. The use of vague meaningless terms: tested, certified, approved and guaranteed, unless the authority is stated and is reliable.

2. The use of misleading terms and statements, e.g., Maple Maid Syrup, Salad Oil Olive Oil Flavored with the first two and last word in small print. Olive Oil in large letters.

3. Goods packaged just under the ordinary unit six and one-half to seven ounces approximating the half pound, or fourteen ounce instead of the full pound.

4. Distortion of scientific find-

Who Threw the Overalls in Mrs. Murphy's Chowder?



WE admit that we don't know . . . and we suspect that nobody knows.

Since the Gay 90's, this querulous phrase has been warbled to a very pleasant tune . . . but the identity of the perpetrator of this dastardly deed has for generations remained a deep, dark secret.

We do know, though . . . and we don't intend to keep this secret . . . that the circulation of the **CHICAGO TIMES** is now over a **QUARTER MILLION DAILY AND SUNDAY!**

Since January, 60,000 additional families have joined the ranks of **TIMES** readers. And more than half this amazing circulation increase is on home delivery . . . thus putting one-fifth this quarter million . . . 54,126 papers to be exact . . . into as many Chicago homes daily.

There are many reasons for this increase . . . many reasons why the **TIMES** has become America's fastest growing newspaper. And they aren't secrets, either. They are found consistently day after day in the pages of the **TIMES** . . . swift, accurate coverage of the news of the world . . . news pictures and wirephotos . . . the finest features . . . all assembled by a competent staff.

We outgrew one plant last year . . . added a press last June . . . and still another started rolling last week. And this wasn't for circulation alone. Have you seen Chicago's advertising figures? Watch—

THE TIMES

CHICAGO'S PICTURE NEWSPAPER

GROWING places because it IS a NEWSpaper!

● THE ONLY EXECUTIVE PUBLICATION IN THE HOMEFURNISHING FIELD

The New

Home Ware

The Retail Magazine of House Furnishings

Edited entirely for executives, the new Home Ware will reach a monthly audience of 8,793 influential merchandisers controlling the destinies of more than 7,500 departmentized retail outlets for furniture, floor coverings, housewares and appliances.

It is published monthly and deals with those phases of homefurnishing merchandising, promotion and selling which come under the jurisdiction of its executive audience.

Combination use of HOME WARE HOMEFURNISHING

offers manufacturers following ex

1 By far the largest coverage in the field. (25,000 buyers, furniture, floor coverings, housewares, and merchandisers of homefurnishings.) in the United States

2 Complete coverage of every well-rated department, furniture, floor coverings, housewares, and merchandising. By definition, each advertiser's product is covered.

FULL DATA NOW AVAILABLE FOR CONSIDERABLE PLANNING

RETAIL LEDGER FURNISHING

1346 CHESTNUT STREET PHILADELPHIA

NEW YORK: 49 West 45th Street

CHICAGO: Merchandise

LARGEST TRADE COVERAGE THE HOMEFURNISHING FIELD

Homefurnishers
GRAPHIC

To be printed in rotogravure, 7" x 10", 64 pages minimum. Monthly, starting January 1936. The reader audience of this pictorial magazine will comprise 16,234 buyers and merchants in the cream of the nation's department, furniture, hardware and housefurnishing stores.

Through the purchase of Retail Digest, leading mid-western homefurnishing publication, and its combination with the buyer circulation of Home Ware, the greatest coverage ever attained in this field has been effected.

HOMEFURNISHERS' GRAPHIC

showing exclusive features:

furniture, floorcovering, hardware and housefurnishing store in the United States.

By definite, comparative analysis the greatest return for each advertising dollar invested.

PLANNING PROMOTIONAL ACTIVITIES FOR 1936

UBLISHING COMPANY

ST. LOUIS, PA.

CHICAGO Merchandise Mart

CLEVELAND: 11415 Hessler Road, N. E.

ings, e.g., Fats burn in a fire of carbohydrates, used to encourage the eating of candy as a means of reducing. Smoking long after meals releases glycogen (liver sugar) into the blood, used to imply that smoking is a substitute for food and rest.

5. Magical claims for foods, drugs and cosmetics.

6. Advertising by which the sponsors create "psychic plagues," to use a term from PRINTERS' INK.

7. The super-super type of nomenclature; e.g.: eggs—special A. A. B. C.; potatoes—US Fancy No. 1, US No. 1, US No. 1 Small, US No. 2.

The grading of olives is a good example of the lengths to which this may go. Medium, large, extra large, mammoth, giant, jumbo, colossal, super-colossal.

What can business do to remove consumer suspicion?

1. Convince customers that legitimate business is ready to supply accurate, reliable, and complete information in regard to their products, then supply facts by every means available.

2. Help place more emphasis upon scientific education applied to actual situations so that eventually

there may be more scientific approach to all problems.

3. Increase the activities and influence of the Better Business Bureaus.

4. Demand Truth in Advertising for all commodities and let the public know.

5. Foster trade agreements in regard to standards and make specifications public.

6. Increase informative advertising and cease to arouse unworthy motives of fear. Devote a large percentage of advertising appeal to reason based upon facts.

7. Encourage grading of products and endorse grade labeling.

8. Refuse to recognize as legitimate businesses those which prey upon the public; by offering materials actually harmful, false or misleading claims or by economic frauds.

9. Employ scientifically trained people who can interpret consumer needs, present essential facts in easily understood terms and guard your advertising against misrepresentation.

10. The wisest move better business could make would be to initiate stringent legislation for the protection of the consumer.



Farm Papers in Co-operative Campaign

A group of twenty-five farm papers have joined hands to conduct a co-operative advertising campaign on the value of their medium to reach the farm markets.

Copy starts immediately in a list of national magazines and business publications. Reincke-Ellic-Younggreen & Finn, Chicago, has been appointed to direct the campaign.

• • •

Young & Rubicam Appointments

Arthur Eaton, for the last ten years a member of the copy department of Young & Rubicam, Inc., the last three as associate copy director, has been appointed head of that agency's creative departments in the Chicago office. E. Eugene Umland, formerly general sales manager of the Kennedy Stores of Boston, has joined the Chicago office as an account executive.

• • •

Adds J. C. Beal to Staff

Joseph Carleton Beal, formerly managing director of the *Westsider*, is now associate editor of *West of Central Park*, New York.

Petrie Heads Branham Organization

John Petrie has been elected president of The Branham Company, Chicago, publishers' representative, succeeding the late John M. Branham. Mr. Petrie has been associated with the Branham firm for more than twenty-five years. As vice-president and treasurer of the company he had assisted Mr. Branham in the management of the firm for a number of years prior to the latter's death.

• • •

Cleveland Joins Agency

Carl M. Cleveland, former advertising manager of the Washington State Apple Bureau and recently in charge of plans for a national apple advertising campaign in Wenatchee Valley, has joined the Seattle office of McCann-Erickson, Inc.

• • •

New Luden Product

The Luden Company, Reading, Pa., is distributing a new product, Lozoxes, a cough drop containing a solidified antiseptic. National magazines will be used in November with J. M. Mathes, Inc., New York, handling the account.

Guar

"Q

nation

appea

Insur

Guar

the fi

Altho

five y

conse

name

Now

the n

by its

in ins

Wh

camp

to em

men

sonal

each

draw

spects

curiou

Cor

used

in a

section

ries a

plainly

prosper

a per

Guard

Aft

selling

clear.

1. T

sentia

tiseme

like th

"A

ning's

an ext

future

"Fo

put as

back t

anteed

"W

and pl

they s

from

Price Advertising

Guardian Life Closes One Out of Nine Inquiries It Gets from Specific Copy

“QUOTE PRICES” has been one outstanding lesson of the national magazine campaign now appearing for the Guardian Life Insurance Company of America.

Guardian Life is a newcomer to the field of publication advertising. Although the company was seventy-five years old this past summer, a conservative policy has kept its name until now out of publications. Now the ice has been broken, and the new campaign is conspicuous by its lack of regard for precedent in insurance copy.

When Guardian prepared for a campaign, it was with the desire to employ the sales appeals its field men found most effective in personal selling. It determined to check each advertisement. It planned to draw inquiries from interested prospects rather than from the idle and curious.

Consequently every advertisement used nationally first appears in test in a Sunday newspaper magazine section. Every advertisement carries a coupon, and every coupon is plainly not an offer of booklets and prospectuses but an offer to send a personal agent to explain what Guardian Life has to offer.

After six months of testing and selling, five conclusions at least are clear.

1. The quotation of price is essential. All but one of the advertisements used have gone something like this:

“A dollar isn't much for an evening's entertainment. . . . Nor is an extra dollar much to guarantee future pleasures!

“For every \$1 a week that you put aside now, \$4 a week will come back to you at sixty-five, in guaranteed Guardian ‘salary checks!’

“What about your entertainment and pleasures . . . later on? Must they stop when old age stops you from working? They needn't—if

you begin now to replace your earnings with a Guardian Continuation Plan. *As little as \$1 a week starts you!* You'll probably say, as have many new Guardian policyholders, ‘I never realized that so little money bought so much guaranteed income.’ *It does!* And with this protection—and with the peace of mind it brings—you can enjoy the immediate pleasures of life all the more freely. Mail the coupon for complete information!”

This is straight sales talk modeled pretty largely on the kind of thing a Guardian agent says when talking to a prospect. To the point, designed to bring out the customers.

One Insertion on Intangible Aspects

One insertion tried to capitalize the more intangible aspects of life insurance—only one. A theme that runs through the more practical copy—peace of mind—was hit up, with a typical family breakfast table illustration and the caption “*This father bought Peace of Mind—You can too!*” The copy left out prices, left out details, expanded on the homey generalizations that supposedly stir up a warm feeling of esteem for life insurance.

If anyone's esteem was stirred up, no one at Guardian found out about it. The egg this advertisement laid was of the most spectacular, and the company promptly returned to price advertising.

2. A coupon offering no booklets, not promising “No agent will call,” brings in responses of the most desirable sort. Not only has the company's advertising been a prolific source of inquiries, but one of every nine has resulted in a policy. What is equally significant, more than half the policies have been a higher type contract.

Considering the fact that a good

70 per cent of the policies written in day-to-day selling are straight life, this shift in quality is distinctly impressive. It means bigger premiums and, for the salesmen, bigger commissions, which is no doubt one excellent reason for the high degree of satisfaction the field men have shown with the company's advertising to date. It has meant, in practice, that the prospects supplied the salesmen through coupons have been, in addition to good prospects, good sources of leads to further sales.

3. It is not too difficult for the advertisement reader to visualize himself at the age of sixty-five. Thus far, most of the Guardian advertising has been based on the figures \$4 for \$1 at the age of sixty-five. It was thought that perhaps sixty-five was too advanced an age, and the appeal of \$3 for \$1 at the age of sixty was tested. The returns indicated that the first appeal was the stronger, in other words that the allure of 4 to 1 as against 3 for 1 was enough to overcome the five-year difference. The copy has returned to the 4 for 1 angle, with the addition of a catch-all sentence announcing that "you may start receiving Guardian 'salary checks' at sixty or sixty-five."

4. A dramatic answer to a typical objection may also be effective.

Guardian has begun a campaign directed especially at parents, which began with a test in a magazine selected for its coverage of the fathers and mothers of small children. Investigation had shown that wives whose husbands were inadequately insured, when asked what they would do in case of their husbands' deaths, replied hazily, "We'd get along somehow."

This attitude of desperate bravado has been capitalized in an advertisement using the sentence as a headline and with continuation, addressed to mothers, running, "They say it bravely and in all sincerity . . . these young mothers whose husbands have never taken out insurance or whose policies are pitifully inadequate." And so on to the standard quoting of prices. This advertisement has been repeated with a continuation aimed at fathers and the result has been equally satisfactory. . . . "Your wife and children won't ever have to face this problem if . . ."

5. Possibly (and on this the answers are not yet in but should be worth waiting for) cartoon copy will prove itself a useful method of outlining the message of life insurance.

Guardian tried its first experiment on these lines recently with a photograph and balloons—wife and husband saying "\$4 a week for every \$1 a week that we put aside now? That's wonderful, Bill!" "And if anything should happen to me, you'd get \$100 a month for more than a year!" The fair-haired girl-child completes the picture. Results on this trial have encouraged Guardian to attempt a narrative cartoon insertion, which is about to be released as this account is written.

One more advertising slant is being attempted. In four fields of trade which have been exceptionally remunerative this year—electrical appliances, automobiles, farm machinery and dry goods—Guardian is entering with business-paper copy. In each case the copy is tied up to sales situations in the field.

To the electrical dealer, for ex-

You say to your customers -

EVERY DREAM YOU DREAM IN THIS TRACTOR WILL BRING YOU A MORE PROFITABLE HARVEST!

We say to You -

For every \$1 a week you plant now, YOU will harvest at least \$4 a week at 65 in guaranteed Guardian salary checks!

Any day, you want your own wealth and the security of a life insurance policy, you can get it with a Guardian salary check. It's a plan that's been tested for years and has proved itself a most successful one. It's a plan that's been tested for years and has proved itself a most successful one. It's a plan that's been tested for years and has proved itself a most successful one.

THE GUARDIAN LIFE INSURANCE COMPANY OF AMERICA

Read the American Tractor for 75 years

Show me how!

Business-paper copy aimed at tractor dealers



Action in the Window means more sales in the store!

THE ACTION



NO ELECTRICAL
PLUG-IN NECESSARY

THE UNIT



A moving message in the window at the point of sale, immediately attracts attention. Active eyesight automatically catches any moving impression. Motion will increase your sales impression circulation at the point of sale in true relation to trade and traffic.

Again the American Safety Razor Corporation selects the medium of motion displays to stimulate the sale of Gem Blades. Our new control contact pendulum motor was selected to do the job.

Our unit is compact, fool proof and economical. It arrives at the retail store ready to operate for a period of two weeks on one set of two standard dry cell batteries. It needs no attention by the dealer. Let us work with you in applying this motion to your requirements.

THE UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI
309 Beech Street

NEW YORK
52-X E. 19th St.

CHICAGO
206-X W. Wacker Dr.

BALTIMORE
409 Cross Street

ample, pictured selling a refrigerator to a young couple, the copy is addressed: "You say to your customers 'A dollar a week isn't much—most of us spend many times that in small sums and think nothing of it.' We say to you—For every \$1 a week . . ." etc. How successful this venture will be remains to be shown.

The close attention paid to the timely in the selection of trades to be solicited has a parallel in the general copy, which is being published in strict correlation with the peak production periods of the men in the field. In life insurance, sales volume is highest from March through June and from September up to the end of December. The advertising policy of the present campaign will continue to be one of pushing life insurance when it can be sold.

As each advertisement appears, advance proofs are sent to each agency manager with a letter suggesting that reprints be obtained by each salesman for his own use. This is the general practice, with

salesmen mailing out advance copies of the company advertising to prospects of their own selection. At the time an advertisement appears, the salesman writes again to the prospect, calling his attention to the advertisement. The next step is the personal call.

Guardian's life insurance campaign is a hardy departure in life insurance advertising. While each piece of copy carries the information that the company has been in business for seventy-five years, there is not the customary attempt to emphasize its prestige and solidity. Possibly one is to take it that there is no popular distrust of life insurance; perhaps the institutional copy of other companies has done its job.

At any rate, cleaving to a strict sales angle, Guardian has been able in six months to get returns on advertising that, in the life insurance field, are remarkable. That its agents report an unexpected lack of sales resistance among prospects who have read the company's advertising, may be indicative.

Jackson with Metropolitan

Clark R. Jackson, formerly with Wadsworth & Walker, Inc., New York, has joined the Metropolitan Advertising Company, of that city, as an account executive. Previously Mr. Jackson was in charge of sales of the Postal Life Insurance Company, New York, and of the Security Mutual Life Insurance Company of Birmingham.

Has Engel Dress Shops

Jane Engel, Inc., New York, and its affiliate, Jane Engel Dress Shops, which merchandise dress shops in cities throughout the country, have appointed Kelly, Nason & Roosevelt, Inc., New York, to direct their advertising. Magazines and newspapers will be used.

Appoints Mackay-SpaULDing

The Mackay-SpaULDing Company, Inc., New York agency, has been appointed to handle the advertising account of Banks & Cleveland, Greenwich, Conn., real estate.

Stilwill Joins KTSA

John H. Stilwill, formerly commercial production manager of station WIRE, Indianapolis, has joined the Southwest Broadcasting Company, as commercial manager of station KTSA, San Antonio, Texas.

P. L. Reed in New Post

Philip L. Reed, vice-president and treasurer of Armour & Company since 1925, has resigned that post to accept the vice-chairmanship of Winslow Brothers & Smith, an Armour affiliate located at Boston. He will be succeeded at Armour by L. E. McCauley, assistant treasurer of the company for the last ten years.

Audio Adds to Staff

Frank J. Murray has joined the sales and creative department and Edward S. Manson the production department of Audio Productions, Inc., New York. Mr. Murray formerly was with the Fox Film Corporation. Mr. Manson has also been with Fox on the West Coast.

Handling Hotel Account

The Chicago office of the United States Advertising Corporation has been appointed to handle the advertising of the Windemere Hotels, Chicago. Newspapers and magazines will be used.

Walker to Ronalds Agency

Frank DeB. Walker for the last several years specializing in advertising, radio and sales promotion work, has joined the executive staff of the Ronalds Advertising Agency Ltd., Montreal.

Copy Repetition

Sometimes One Advertisement Inserted Many Times May Show a Long Life of Pulling Power

MORTON MANUFACTURING
CORPORATION

LYNCHBURG, VIRGINIA

Editor of PRINTERS' INK:

Can you refer me to any article in your publication which discusses the value of repeating advertisements, once they have produced results?

We are at present advertising a cosmetic item and have one or two newspaper advertisements which have produced rather well. What we want to get at, therefore, is whether or not the repetition of these same ads will increase their pulling power or decrease it.

EVERETT BOND,

Director of Advertising.

A WELL-KNOWN mail-order advertiser ran the same advertisement in publications of all kinds and classes 274 times in fourteen years. During that time this advertisement created 250,000 inquiries.

The Chicago Wheel & Manufacturing Company has used one advertisement with minor changes for more than three years and this advertisement has produced steadily increasing sales for a \$10 tool. The copy reads:

Grinds, routs, drills, carves, sharpens, cuts, engraves. Over 100 wheel shapes available. Fits the hand perfectly. Weighs one pound. For use at home, in the shop or take to the job. Do away with slow hand work! A.C. or D.C., 110 volt, 13,000 r.p.m.

Minor changes have been made in the heading and a small box has been put in the lower right-hand corner announcing a new master craftsman's set. According to A. T. Dalton, secretary of the company, this advertisement started to pull right from the start and has been pulling increasing volume ever since.

Several years ago a large life in-

surance company repeated two advertisements that it had run seven years before that. A few very slight changes were made to bring the advertisement up to date. The company found to its surprise that the seven-year-old copy pulled more replies than some of its more successful current advertisements.

Examples of advertisements that have pulled successfully although run many times without change are hard to find, not because the practice is unwise but because so few advertisers have tried the experiment. In the mail-order field will be found most of the examples.

A successful operator of a physical culture course was for a number of years able to predict almost to the dollar how much certain advertisements would pull. After several years of experimentation this company settled upon a repertoire of about nine advertisements which were run again and again without change. For a surprisingly long period the company was able to forecast the number of inquiries it would get from each advertisement placed in any individual medium.

Finally the results slumped sharply and the company's efforts to find new advertising appeals were unsuccessful. The advertising agency in charge of this campaign told PRINTERS' INK at the time that it was convinced that the potency of the advertisements was not diminished but that the company had more or less saturated its market.

Outside of the mail-order field few advertisers have ever attempted to repeat the same advertisement. There have been occasional attempts at revival. For instance, not long ago the manufacturers of Quaker Oats revived with some success, copy that had been written some years before by Claude Hopkins. Similar experiments have

been made by other large companies. As a rule, however, the large advertiser in the general field seeks to keep his advertising constantly changing.

There is a great deal of doubt whether this is always a wise practice. The old question of repetition vs. novelty is one of the most controversial in the whole field of advertising. Some of the arguments for repetition were nicely summed up in *PRINTERS' INK* several years ago by a prominent advertising agent as follows:

"Some advertisers seem to think that it is a cardinal offense against the laws of good merchandising to use the same selling argument more than once; or at least they think the statements must be scattered out over a wide range. As for repeating an advertisement as a whole, that is unthinkable.

Repetition the Soul of Consumer Education

"I believe that a more mischievous error was never made. We all know how a child is taught things; he learns because somebody has the patience to repeat and repeat. The buying public is not unlike a child. By this I do not mean that the public is not intelligent. It is. But people are busy. The mere fact that a manufacturer wants to sell them a piece of merchandise and advertises it to them is hardly a matter of engrossing interest. The bugle must be blown again and again.

"Some advertisers and copy writers insist that repetition is not good advertising because it is certain to bore people to tears. What they really mean is that the repetition bores *them*—the creators of the advertising. Dressing up the same old arguments, week after week and month after month, is not the most inspiring thing in the world. But the copy writer's job is not to provide inspiration for himself, or to produce advertisements that appeal to him. His job is to sell merchandise or to open the way for its sale. And here, I think, I have put my finger on another fundamental reason why so much 'new and different' advertising is ineffective; it is written to please the

advertiser or the writer and illustrated to please the artist.

"There are not, strictly speaking, a great many ways in which a customer or prospect may be approached through advertising. *What is this merchandise? What will it do? Why should the buyer want it? How much does it cost?* These are the main questions to be answered in an advertisement, and they should be answered as directly, forcefully and quickly as possible. The methods of presentation may be varied in accordance with the character of the goods and the audience. While the arguments are more or less standardized there need be no standardized approach. There can be humor, there can be fresh and imaginative artwork, there can be good literary craftsmanship, there can be hard slam-bang selling talk. The writer will have plenty of opportunity to display his originality. But he will find that there is nothing basically new, nothing basically different, in advertising; he will find that his problem is one of varying and adapting his message, keeping ever in mind the fact that his job is to sell goods, or create salability."

Prospects Are Different People at Different Times

L. E. Firth, vice-president, McCann-Erickson, said in *PRINTERS' INK*, "Ask the mail-order people what happens when successful advertisements are identical or standard as to group appeal. They know it is not the physical eye that 'missed' last month's advertisement but 'saw' this one. It was a different person, a different temperament, that filtered through one mesh but was caught by another."

If every reader read every advertisement in a publication, the question of repetition would still not be solved. As Mr. Firth implies, every person is a different person from time to time. Furthermore, an advertisement may be read when one's needs are satisfied, and the product advertised has apparently no appeal. On the other hand, the same reader may see the same advertisement at a time when he is in the market for a product of that kind or when his psycholog-

Frank Lyle Goldman
Creator and Director

OF

"The Rhapsody in Steel"

(Henry Ford's Sound Picture)

"Getting Together"

(The A. T. & T. Story Without Words)

Silvertown Stop Motion Phantasy

(Dance of the Goodrich Rubber Products)

HAS REJOINED HIS OLD ASSOCIATES IN

The Jam Handy Organization

Being in harmony with the spirit of this organization, Mr. Goldman has sought the largest outlet for his creative talents and the benefit of working with associates who are similarly qualified to do new things in a fine way.

JAM HANDY PICTURE SERVICE

NEW YORK

DETROIT

CHICAGO

230 Park Ave.

2900 E. Grand Blvd.

6227 Broadway

HOLLYWOOD

ical condition is such that the advertisement strikes a responsive chord.

One of the grave handicaps of creating advertisements is that by the time they are finished the creator is thoroughly sick of them. Thus when he is tired of the advertisement he assumes that the public itself is in the same condition.

Actually a single advertisement plays a very small part in the life of the average buyer. It is doubtful, indeed, if many buyers can tell specifically whether a company has changed its copy frequently or not. The average prospect would assume that this was the case, but he could by no means be sure of it.

Advertisers who are doubtful of the value of repetition can eco-

nomically enough try out repeating certain advertisements in small space. If they are building inquiry-making copy, it is easy enough to chart the pulling power of an individual advertisement.

In order to make such a test fair, it is necessary to use a piece of copy that has proved its pulling power. It would not be a fair test if the advertiser were to write an advertisement whose pulling power was unknown and then subject it to the test of repetition. Some of the most successful mail-order advertisers have not repeated their advertisements until they have tested them again and again. Once, however, they have struck the formula they allow the advertisements to stand without change.



Caron Made Copy Chief

John H. Caron, for the last five years copy and contact man with Brooke, Smith & French, Inc., Detroit, has been appointed copy chief for Grace & Bement, Inc., that city. Mr. Caron served for three years in the advertising department of the Chrysler Motor Car Corporation, being promoted to assistant advertising manager. Previously he was on the copy and contact staff of The Homer McKee Company.



Mount Succeeds Bitler

Robert M. Mount, manager of the Portland, Oreg., Better Business Bureau for eleven years, has been appointed secretary of the Pacific Northwest Newspaper Publishers Association. He succeeds E. F. Bitler, who has become manager of the San Francisco-Oakland Newspaper Publishers Association.



Has Nurseries Account

Cole's, Inc., Des Moines, has been appointed to handle the advertising account of the Inter-State Nurseries, Hamburg, Iowa. Magazines and farm papers will be used.



Blair Adds Montgomery

E. F. Montgomery, recently commercial manager of Station WCCO, Minneapolis, has joined the Chicago sales staff of John Blair & Company, radio station representatives.



Appoints Henkel

The *Brewers Technical Review*, Chicago, has appointed F. W. Henkel, of that city, as its Midwestern representative.

Kansas City Agency Change

The Frank E. Whalen Advertising Company has been formed to take over the Loomis-Clapham-Whalen Advertising Company, Kansas City. Mr. Whalen is president; Townsley Roby, vice-president and account executive; and James R. Reese, secretary and treasurer. Mr. Loomis will devote his attention to the Loomis Advertising Company, telephone classified advertising, and other interests.



Matteson Will Probated

The will of Jesse F. Matteson, late retired president of the Matteson-Forgarty-Jordan Company, was admitted to probate at Chicago last week. The estimated estate of \$75,000 goes to his widow, Mrs. Emma May Matteson, with a bequest of \$2,000 to a sister, Mrs. Mae O. Hoffman.



Joins Jam Handy

Beverly Barnett has been added to the editorial staff of the Jam Handy Picture Service, Detroit, industrial motion pictures. He has been with the Warner Brothers Studios in their story department as a synopsis writer.



Hugh M. Feltis Advanced

Hugh M. Feltis has been appointed commercial manager of stations KOMO-KJR, Seattle. Before joining these stations last year, he was commercial manager of KIDO, Boise, Idaho.



Names Budke-Connell

The Paddy Novelty Company, St. Louis, has appointed the Budke-Connell Agency, also of St. Louis, to direct its advertising account. Magazines will be used.

Ga

A

love
affec
may
years
has
some
such
screw
drive
ored,

But
chan
trust
a tho
resor
failing

An
chan
loved
Tool
attain
a cir
30,000

He
scribe
ing m

"Be
mecha
sell t
proble
fold:
to sell
ther,
them.

"In
seem
ings,
merch
lic ra
induc
isn't a

"Al
was d
accom
and o
to pu
mecha
if we
idea
magaz

Stub Pencils in Hand—

Garage Mechanics Write of Their Devotion to "Pet" Tools and Create Circulation for House Magazine

A GOOD mechanic is a man so constituted that he can fall in love with a tool. The object of his affection may be a box wrench. It may be a cold-chisel that, with the years' erosion on grinding wheels, has worn to stub. Or it may be something verging on the fancy, such as that newest creation of the screw-driver stylists—a screw-driver adorned with an amber-colored, transparent handle.

But always in the good mechanic's kit there is some most-trusted implement that, on each of a thousand undertakings, is his first resort, or his last. It's his never-failing persuader, his pet.

And with the help of the mechanic's devotion to some one best-loved tool, the Bonney Forge & Tool Works has been able to attain for a new house magazine a circulation totaling more than 30,000.

Here's the background, as described by the company's advertising manager, A. F. Wilcox:

"Bonney tools are 'consumed' by mechanics. We sell to jobbers who sell to mechanics. Therefore, the problem confronting us is two-fold: We must induce the jobber to sell the tools; and we must, further, induce the mechanic to want them.

"In view of the fact that they seem to prefer to sell brake linings, radios, heaters and other merchandise 'consumed' by the public rather than by the mechanic, inducing the jobbers to sell tools isn't as simple as it may seem.

"After considerable thought it was decided that the best way to accomplish what we wanted to do, and on a very limited budget, was to publish a house magazine for mechanics. Further, we saw that if we could 'sell' the jobbers the idea of distributing the house magazine to mechanics, we should

be inducing them at the same time to devote some time to the actual sale of Bonney tools.

"And so we confronted another problem: how to cause the jobbers' salesmen to act as newsboys for us."

What the house magazine would need first would be lively reader interest. One of the ways to enliven reader interest is to stage a contest; and so "Tools," carried in its first issue the stipulations of a contest in which the contestants would win prizes—sets of tools, of course—for writing the best letters about their pets—

"Did you ever stop to think why you have a 'pet' wrench, screw-driver, or pair of pliers in your kit—a tool that just naturally seems to become a part of your hand and to do its work practically without effort on your part—a tool, the loss of which seems to slow you down on every job?

"Bonney is interested in your pet tools. We want to know why they have become pets. Is it the shape, the weight, the balance?

"Ten sets of Bonney Tools are the rewards that ten mechanics will get for telling us in short letters which of their Bonney tools has become a pet, and why. . . .

"This contest is open to mechanics only. Contest entry blanks and full information may be obtained at your local jobber, with the purchase of any Bonney tool. See him today! See his special display of prizes waiting for you."

Establishing its editorial formula with its first issue, "Tools" carried besides the contest announcement, the opening instalment of a serial entitled, "The Story of a Wrench," and a catalog-like page of Bonney products headed, "Check Your Tool Box. What's Missing?"

To jobbers, Advertising Manager Wilcox sent a letter, announcing

the birth of "Tools" and continuing:

"We are enclosing ten copies for the use of your salesmen, and five contest entry blanks. Upon your request, we are prepared to send you immediately what additional quantities you will use.

"We believe that the contest described in 'Tools' will create a demand for this and future issues and boost sales considerably for you.

"Enclosed is a photograph of a display that, if placed on a counter or in a window, will induce mechanics to enter the contest and to buy tools to get entry blanks. Will you use one of these displays?

"If you and your salesmen will co-operate with us in seeing that 'Tools' reaches the mechanics, we can do a real sales job. We're both vitally interested in doing this.

"Are you with us?"

Getting Salesmen to Push the Publication

To Bonney salesmen, a little later, went a letter that read like this:

"The enclosed copies of 'Tools' and of the letter we have sent to jobbers in your territory are self-explanatory.

"A great deal of thought has been put into this house magazine and this contest. It's now up to you to do a real sales job and persuade the jobbers' salesmen to work with us in the distribution of 'Tools.' If this and future issues reach the mechanic, we shall have gone far toward combatting direct selling and at the same time provide a real dealer help.

"We want the mechanic to become so familiar with Bonney wrenches and tools that *wrench* will mean *Bonney*, just as to most persons *camera* means *Kodak*. And if we try, we can do it.

"Sell your jobbers on 'Tools.' If they hand copies to the mechanics, it will mean sales for you. Don't let the jobbers use them as envelope enclosures. They must reach the mechanic, and not the garage bookkeeper.

"Undoubtedly, some jobbers will instruct their salesmen to hand 'Tools' directly to the mechanics

when they make their calls. That is the preferred way. It will bring the mechanics closer to the jobber. For every contest entrant, the jobber will make a sale.

"Some jobbers may send periodical mailings to mechanics, and will include 'Tools.'

"Another plan would be to hand 'Tools' to mechanics or shop foremen when they visit the jobbers' stores.

"Each jobber is surrounded by an environment of local conditions that you know well; and you are in the best position to work out with the jobber the method best adapted to get 'Tools' into the mechanics' hands. How this is done is not as important as that it is done.

"Persuade your jobbers to set up displays similar to the one shown in the photograph. They may be put in windows, on counters, or on center tables; and they may be dressed up with crepe paper of Persian orange.

"We shall supply cards, twenty-eight by forty-five inches to jobbers who will use them. With each shipment, we shall include small printed cards, naming the various prizes as they are portrayed in the photograph.

"See that your jobbers are carrying sufficient stocks to supply entrants with the tools they must buy to enter the contest."

Of course, Mr. Wilcox followed-up. For example, this letter to jobbers:

"With our letter of July 5 we sent you a few copies of the new Bonney house magazine 'Tools.' We have been expecting each day to see your reply card requesting an additional quantity, but thus far we haven't heard from you. How many copies will you distribute each month?

"A great many jobbers have discovered that the small effort required to get 'Tools' into the hands of the mechanics is repaid many times over through increased sales. Why not go along and reap the profits that these increased sales will bring you?

"'Tools' alone has proved to be a real sales producer, but when, in

VOGUE LEADS

Advertisers have given Vogue, from January through October, 1935, the amazing total of

772,078 lines

This is more than the advertising patronage given to any other fashion magazine, any other woman's magazine, or any general monthly magazine of any kind. Only the national weeklies beat Vogue.

In its own fashion field, Vogue's excess lineage over the second fashion magazine is steadily increasing from year to year, as the following figures show:

101,154 lines—Vogue's lead, 1933

(Jan.-Oct., incl.)

138,380 lines—Vogue's lead, 1934

(Jan.-Oct., incl.)

166,930 lines—Vogue's lead, 1935

(Jan.-Oct., incl.)

What an overwhelming vote of confidence in Vogue's editorial formula, in Vogue's circulation leadership, and in Vogue's proven ability to produce results for all quality advertisers.

V O G U E

420 LEXINGTON AVENUE, NEW YORK CITY

addition, a contest display is set up, many a jobber has found that, by following the suggestions in our letter of July 5, he has caused his sales to jump ahead.

"Enclosed are ten copies of the August issue. We'll gladly send you as many additional copies as you will distribute. How many do you want?"

And this, which went to jobbers in September:

"Enclosed is one copy of the September issue of 'Tools.' This house magazine is published each month to help you sell Bonney tools; and, if you will distribute copies to mechanics in your territory, it will help.

"We have written you three times, suggesting that you tell us how many copies you will distribute each month, so that we might put you on our mailing list for that quantity; but we have not heard from you.

"Because the news of our 'Pet Tool' contest did not get around rapidly, we have extended the contest to September 30. The extension will help you. We still offer you a twenty-eight by forty-five inch orange-and-black window display, free of charge.

"Check the enclosed reply card for the quantity of 'Tools' you would like to receive each month—and don't forget the display board."

Meanwhile, "Tools" itself was boosting the pet-tool contest. Thus, in prominent space on Page 1:

"Every mechanic has a 'pet' tool. Bonney is interested in these tools—interested so much that it is offering ten valuable prizes to the ten mechanics who write the best letters telling what their pet tools are, and why. . . .

"The prizes will not be awarded on the basis of elaborate literary endeavors, or tricky catch phrases. They will be given to those mechanics who write the best, short letters, telling clearly what their 'pet' tools are and why they have become 'pets.' . . .

And this:

"Is a letter describing your 'pet' tool among the rising pile of entries? The contest rules have been drawn so that all mechanics will

have equal chances to win the prizes. Literary skill is not required and the prizes will be awarded simply for the letters that tell both briefly and clearly their stories.

"Details of this contest were announced in the July issue of 'Tools.' If you haven't seen a copy, ask your jobber salesman for one. Get your contest entry blank from your jobber. . . ."

And this:

"In the pile of letters shown in the picture above are letters from ten mechanics who did a little clear thinking and then put their thoughts on paper. These ten will receive the prizes offered at the beginning of the contest. Who are they? Look for your November issue of 'Tools' and you'll find the answer."

The Effort Has Achieved Its Purpose

The November issue, then, will tell the story's last chapter. But meanwhile—

"Of course," says Mr. Wilcox, "I hoped that the increased sales would pay the contest's cost—the sales induced by the fact that, to enter, each entrant must buy something. In addition, the contest served to increase the jobbers' buying from us; for, naturally, every jobber that co-operated with us saw to it that his stock was complete—if for no other reason than that he could display the prizes. And very likely the contest actually did pay its own way.

"However, because we don't know whether an entrant bought a 25-cent screw-driver or a set of tools retailing at \$20, and because we don't know how much stock the jobbers had on hand at the beginning of the contest, it is impossible to check figures exactly.

"But we do know that the contest accomplished what we wanted it to do. It provided a substantial, beginning circulation for 'Tools'—a circulation that now runs above 32,000. And because we applied no pressure, but rather built the list upon requests from jobbers, the circulation scarcely can be called forced."

How F

MAN
pre
business
dealer I
sold. N
building
potential
the deal
and uses

This
Division
prepared
plan. T
prehensi
of any
worked
and eve
specifica
effect on

It was
was to n
know al
potential

There
portant
plan, as
D. B. E
sure that
to get th

The
drive, it
planned
bone of
film.

In pr
the comp
tion plan
ate deal
were he
company
their sp
was und
that the
terial to

This c
cards an

The fi
ored sto
the aver
was illu
message:

"You
"Eats,

Dynamite Dozen

How Edison Battery Promotion Campaign Uses Slide Film and Dealer Meetings to Get Backing of Service Men

MANY excellent promotion plans prepared to increase dealers' business have failed because the dealer himself was not properly sold. No matter how effective in building business a plan may be potentially, it cannot succeed unless the dealer himself knows about it and uses it.

This year the Emark Battery Division of Thomas A. Edison, Inc., prepared its "Dynamite Dozen" plan. This was thorough and comprehensive, designed to fit the needs of any battery dealer. It was worked out beautifully in detail and every unit in the dozen was specifically planned for its selling effect on dealers' customers.

It was essential that if this plan was to meet with success the dealer know about it and understand its potentialities.

Therefore, one of the most important phases of the division's plan, as sales promotion manager D. B. Banta saw it, was to make sure that every effort was employed to get the dealers' support.

The spear-head of the dealer drive, it was decided, would be the planned dealer meeting. The backbone of this meeting was a slide film.

In preparing to get attendance the company worked out a promotion plan carefully gauged to create dealer interest. The meetings were held at the headquarters of company distributors and under their sponsorship. Therefore, it was under the distributor's name that the company prepared its material to get the dealer out.

This consisted of three mailing cards and a letter.

The first mailing card, of a colored stock and slightly larger than the average Government postcard, was illustrated and carried this message:

"You are invited!

"Eats, drinks, smokes . . . some

party! And then, too, that really remarkable 'Dynamite Dozen' . . . the inside and outside facts on how to make more money on batteries . . . Edison-Emark batteries of course! Save the date—come."

(Here room was left for the date, time, place.)

"Yours for an eventful evening . . . and maybe you'll win a door prize!"

Below this was space for the distributor's name.

The next piece in the campaign was a letter sent out on a special two-color letterhead imprinted with the distributor's name. This was illustrated with cartoons and the flavor of the copy may be given by quoting the opening:

"Say! This is your party!!

"It's going to be a Lulu!!! Are you in on it? Free eats . . . Free drinks . . . and . . . The Dynamite Dozen!

"What's that? Well it's the name of the new, sound film that has set the battery business on its ear!"

With this was enclosed a business reply card addressed to the distributor. On this the dealer could note his acceptance of the invitation.

The third piece was a mailing card announcing that the time was getting closer and the fourth was another mailing card headed, "Final!"

This card said:

"The last flash you'll get! More eats have been bought . . . more drinks are on hand . . . door prizes are ready . . . so come to the big party anyway, whether you have sent in a reservation card or not! Here's the dope":

(Here, again, room was left for the date, time, place.)

"And, of course, you'll see and hear the Edison-Emark 'Dynamite Dozen' . . . it shows the way to plus profits."

Every effort was turned toward

Battery Selector

Monthly Service Plan

EDISON BATTERIES

The Battery Selector and the Monthly Service Plan are only two of twelve helps in Emark's promotion campaign

making these meetings live up to the advance notice. There was entertainment and plenty in the way of food and drinks. According to Mr. Banta, the company felt that not only should the dealers learn about the plan but they should be well entertained and have a general good time.

A number of the meetings were attended by Mr. Banta himself and other company officials.

The feature of the meetings was a sound slide film presentation—perhaps dramatization is a better word—of the company's merchandising program. In preparing the film, the company tried to get something that was lively, interesting and yet at the same time businesslike.

The scenario was built around the service station of a man who was not handling Edison-Emark Batteries. To this station comes a service station owner who does handle Emark batteries and an Edison salesman.

The use of the other dealer was dramatically effective because it eliminated the necessity of making the film a straight sales talk on the part of the Edison man. When an indirect selling message could be most effective the visiting Edison dealer did the job.

Where necessary, before-and-after technique was shown. In several cases this was introduced skilfully. The salesman, in pointing out the weaknesses of the service station's present plan, would say, "And now, here is how you would use this or that help we are giving you." The film would then cut over into the future and show the service station man himself making more sales and building customer good-will by using the particular one of the Dynamite Dozen the salesman had been explaining.

Thus each dealer, who by that time had put himself in the place of the service station attendant, saw actually how the Dynamite Dozen would work out for him in his business.

The dialog was well written and the actors were excellent types for their parts.

At each meeting a record of attendance was kept. This was noted on forms specially prepared by the company for the meetings. Two copies were made, one for the distributor and one for the company headquarters. The record showed the name of each man present, his firm name, street address, city and State and the type of battery he handled. This was important information, inasmuch as the com-

pany in battery whether icts on

The to he careful ters w attende type o and one compet

In t able to both ty Altho looked of its were u

The tent ad the field

In ad to mor broadsi card.

psychol were m discuss thermor cial se wished ups.

And Dynamite ing we

1. For ing. T sheet pe in comm has dist

The Septemb Novemb

2. Ide pany co and has feet by both ho A speci worked

In add sign and sign, a a curb transfer active d

The c dealers t in fully they do

pany invited so far as possible all battery dealers regardless of whether they handled Edison products or not.

The original list which was sent to headquarters was then checked carefully and a series of three letters was sent to each dealer who attended the meeting. There was one type of letter for Edison dealers and one type for those who handled competing makes.

In this way the company was able to make a good follow-up to both types of service groups.

Although the dealer meeting was looked upon by the company as one of its most effective tools others were used.

The company has been a consistent advertiser in trade papers in the field and is continuing this job.

In addition the company mailed to more than 30,000 dealers a broadside with a business reply card. This was sent out at the psychological time when dealers were most willing to consider and discuss a battery proposition. Furthermore, the company offered special service to distributors who wished to make their own follow-ups.

And now for a description of the Dynamite Dozen, which the meetings were built to promote.

1. Focused Consumer Advertising. This consists of twenty-four-sheet posters in strategic locations in communities where the company has distribution.

The first posters went up in September, the second will go up in November and others will follow.

2. Identification Signs. The company continues its old dealer signs and has prepared new ones five feet by eighteen inches in size, in both horizontal and vertical types. A special color scheme has been worked out.

In addition, there is a store front sign and a new type indoor Neon sign, a small electric window sign, a curb bracket sign, a window transfer and a small sign for less active dealers.

The company emphasizes to the dealers the fact that they can't cash in fully on the highway posters if they do not make proper use of

Advertisement

How Much Does A Square Inch Cost?

That is the question a man asked me the other day.

My answer was: "I can tell you that when you let me know whether you want a square inch of tin or a square inch of gold."

Printing, in the minds of many, is just a matter of price. The lowest bidder gets the job. Brains, taste, knowledge, don't enter into the transaction at all.

Good offset printing cannot be based on price alone. If price is your only objective don't use it. You won't like it.

Offset Printing can be justified only if it is intended to increase your sales—if you want the best vehicle to present intelligent copy, well illustrated, properly planned.

We refuse offset jobs time and again because we know they cannot possibly produce results to justify the expense.

We—and every intelligent printer, no matter what his process—are first of all advertising men.

We don't want to produce printed matter that is bound to go into the waste-basket.

We want to create as well as reproduce. We are prepared to design your advertising, to lay out your display, your folder, your booklet so that it will produce results.

We are producers of printed advertising from the inception of the idea to the sale of your product.

We sell brains, not lines or inches. We are not high-priced, nor are we cheap.

We charge a fair price for our work—and the price you pay us should never be an expense but always an investment.

A little folder we have issued tells you what Offset can do for you and how we do it. A copy is yours—phone CHickering 4-4145—or write for it, to Erich Brandeis, Vice President, AMERICAN OFFSET CORPORATION, 406 West 31st Street, New York.

identification signs to carry the advertising message from the posters directly to their service stations.

3. Dealer Co-operative Plan. This is a fifty-fifty co-operative newspaper advertising plan. The company co-operates with dealers who use advertisements prepared by the company but sign their own names. The company insists upon proof of insertion by means of a complete page of the paper containing the advertisement and a receipted bill from the newspaper publisher.

4. Direct-Mail Campaign. This consists of a series of three cards sold to the dealer at a low price per thousand. This price includes postage, the cards, the imprinting of the dealer's name, address and telephone number, and selective addressing.

The cards are addressed for the dealer and shipped to him. He mails them out. The list of prospects is taken from a recognized list of car owners classified by communities.

5. Monthly Service Plan. This is one of the more important of the Dynamite Dozen. It is tied up with a guarantee certificate and an adjusted service policy.

The guarantee certificate forms part of the cover of a small book, the rest of the contents consisting of coupons. The number of coupons in each book ranges from twelve to twenty-four, depending upon the service period of the battery sold.

Each one of the coupons entitles the buyer of the battery to a six-point service and the coupons are to be presented monthly.

The company told dealers that it had a threefold reason for adopting this plan.

First, the plan impresses the customer with the fact that he is buying performance and satisfaction. Second, the dealer and the company know the customer will get better service and better satisfaction if his servicing is done at regular intervals. Third, by causing the car owner to return at regular intervals, the dealer has a good opportunity to sell himself and sell some of the other products and services he has to offer.

6. Profit Boosting Plan. This member of the Dynamite Dozen is built around the Edison automobile battery selector, a patented device which looks much like a slide rule but is far simpler to operate.

Car owners constantly add gadgets or equipment to their cars with the result that in many cases they are using batteries which were sufficient for the needs of the car without this equipment but are under capacity when it is added.

On the back of the selector is a list of gadgets ordinarily added. Next to each gadget is the range of amperes drawn by it and next the number of extra battery units needed to care properly for the added equipment.

The dealer goes over the prospect's car, figures out the number of gadgets added, looks at the table of extra battery units, adds these up and then turns to the other side of the selector. By working a slide back and forth according to the number of units used, he finds an indicator that marks the type of battery the car should use.

This, the company claims, eliminates guesswork and dispels skepticism on the part of the car owner.

This is one of the unique members of the Dynamite Dozen and has proved remarkably effective in convincing dealers of the desirability of handling the line.

7. Point-of-Sale Promotional Material. This consists of window or wall posters covering various angles of the sales story.

8. Dealer Help Material. There is a wide variety of this material such as handbills, folders, blotters, book matches, calendars, etc.

9. Display Stands and Demonstrators.

10. Customer Follow-Up Plus Sale Plan. The company describes this as follows:

"Most customers to whom a certificate, with coupons, is issued will come back regularly. But to make sure that the great majority return regularly (so you can sell them other items) Edison makes available this simple, but effective follow-up plan. The Edison follow-up plan becomes doubly effective when used in combination with the

important

"It con
alphabeti
customer
hundred
ready i
address

The fil
plied to

This p
record of
a batter
telephone
the type
the certifi
tery. Th
for recor
the custo

To mal
do get t
certificate
pared in
which t
customer.
If the
voluntari
one other
sure that
the desir

11. Dea
the batter
giving the
tion on th
a glossar
phrases.

12. Se
consists of
a service
signed to
of a custo
plates. I
plate batt
be equiva
battery.
the tester
ers at a
essential p

The ser
curate h
two water
ranged in

Obvious
mite Doz
operation
can only
stand wh
Thus the
meetings
used to ac
program b

important monthly service plan.

"It consists of a file box with alphabetical index, three hundred customer record cards, and three hundred follow-up postcards, already imprinted with your name, address and phone number."

The file box and cards are supplied to dealers at a low cost.

This plan gives the dealer a record of every customer who buys a battery with his name, address, telephone number, his make of car, the type of battery purchased and the certificate number of the battery. There is space on the card for recording the number of times the customer has used the service.

To make sure that the customers do get this service and use their certificate, the company has prepared imprinted postcards with which the dealer follows the customer.

If the customer does not come in voluntarily he is reminded and thus one other means is used to make sure that battery customers make the desirable regular call-back.

11. *Dealer Manual.* This describes the battery, telling about the line, giving the dealer technical information on the battery, and containing a glossary of industry words and phrases.

12. *Service Equipment.* This consists of an electrical tester and a service tray. The tester is designed to show the exact condition of a customer's battery in units of plates. For example, a thirteen-plate battery in poor condition may be equivalent to only a seven-plate battery. This is shown plainly on the tester. It is supplied to dealers at a moderate cost and is an essential piece of service equipment.

The service tray contains an accurate hydrometer, syringe and two water bottles attractively arranged in a neat tray.

* * *

Obviously a plan like the Dynamite Dozen requires thorough co-operation from the dealers which can only be gained if they understand what the program is about. Thus the importance of the dealer meetings and the other methods used to acquaint the trade with the program becomes obvious.

350 successful sales letters

from many lines
of business—
with comment
on how they
worked.



Tested Sales Letters

By Herbert H. Palmer,
Syracuse University.
530 pages, 6x9, \$5.00

HERE is a real treasury of sales and promotion letter ideas, for copy-writers, correspondents, and business men. The 350 letters shown are from actual use, and have been notably successful. Classified according to purpose, they give easy access to samples of tested material, appeals, styles, etc., that work in various fields of sales letter activity.

Text discusses features, cost, results of letters; indicates adaptability to other lines of business. Also covers lists, letter-production, testing, and other direct-mail problems.

Includes

- mail-order letters
- attracting customers to store
- special event letters
- reviving inactive accounts
- supporting salesmen
- follow-up letters
- stunt letters
- complete campaigns
- letters to dealers

A crisp sales letter and direct-mail manual with little theory but plenty of clear, usable, tested ideas and practice. See a copy for 10 days on approval. Send the coupon.

McGraw-Hill Book Company, Inc.,
330 W. 42nd St., N. Y. C.

Send me Palmer's Tested Sales Letters for 10 days' examination on approval. In 10 days I will send \$5.00, plus few cents postage or return book postpaid. (We pay postage on orders accompanied by remittance.)

Name

Address

City and State

Position

Company PF-11-35

(Books sent on approval in U. S. and Canada only)

Grant Heads Tenth District

MEETING in annual convention at Oklahoma City last Friday and Saturday, the Tenth District of the Advertising Federation of America, comprising Texas and Oklahoma, elected the following officers: Governor, Will C. Grant, advertising director, Lone Star Gas Company, Dallas; first lieutenant-governor, Neal Barrett, manager, Station KOMA, Oklahoma City; second lieutenant-governor, Michael Murphy, secretary, Krupp and Tuffly Shoe Company, Houston; secretary, Will S. Henson, vice-president and general manager, J. M. Colville, and Son, Dallas, direct-mail advertising. P. J. Harmon is the retiring governor.

Speaking at the convention's annual banquet Edgar Kobak, chairman of the board of directors of the A.F.A., predicted that advertising volume in 1936 will reach an



Will C. Grant

all-time peak. Mr. Kobak also listed ten points that merit constant attention if advertising is to profit by the lessons learned from past experience. They are: Co-ordinate marketing, selling and advertising; tell the truth about advertising; assist schools and colleges and efforts in education; stop bribery in advertising; stop criminal practices and rackets; eliminate "media knocking"; support and develop audits of all media; direct your advertising to the consumer; repulse attacks against advertising; fight for "truth in advertising."

C. C. Johnson, director, Fort Worth Advertising Institute; C. N. Kemery, governor of the South-West District of the Better Business Bureaus, and J. B. Thomas, vice-president and general manager, Texas Electric Service Company, also were speakers.

The Board of Directors of THE BRANHAM COMPANY PUBLISHERS' REPRESENTATIVES

is pleased to announce the election of

JOHN PETRIE

as president of its corporation

October 26, 1935

CHICAGO
NEW YORK
DETROIT
ST. LOUIS
KANSAS CITY

ATLANTA
DALLAS
SAN FRANCISCO
LOS ANGELES
SEATTLE

THE Trade held co Philip A. Supreme dered No was gran Angert, c store. Th Cooper & manufact

Mr. An selling Co for a pac manufactu made an salers und the retail stained as a live.

The plan members o Angert to reported as I see fit." Justice l

shows: Motion g statute, the is herein qu icted within t recognize as evil and or unreason means of m or that con

To Publish

Five Star newspaper mar ill be publi M. C. Mo ith over a l n the Far W resident of l any, publish ill represent corporation na Distribution at includes pa gton, Oregon awai. Five nded in the Personnel of ndes: Frank est, manager r: Fred Rode arvey M. Ma lilton Monroe, the Mills To

Fair Trade Act Upheld

THE New York State Fair Trade Practices Act has been held constitutional by Judge Philip A. Brennan of the Brooklyn Supreme Court in a decision rendered November 1. An injunction was granted against Samuel B. Angert, owner of a retail drug store. The action was brought by Cooper & Cooper, Inc., razor blade manufacturers.

Mr. Angert, it was alleged, was selling Cooper's Blades at 14 cents for a package of five while the manufacturers stated they had made an agreement with wholesalers under the fair trade act that the retail price was to be maintained as advertised at 25 cents for five.

The plaintiffs also charged that members of the firm had asked Angert to desist. His answer was reported as, "I'll sell at any price I see fit."

Justice Brennan's decision follows:

Motion granted. In enacting the statute, the constitutionality of which is herein questioned, the Legislature acted within its constitutional powers. It recognized an existing condition as evil and did not act arbitrarily or unreasonably when it provided a means of making effective a remedy for that condition.

The statute in no sense authorizes general price fixing in any industry. It merely sets forth, as the economic policy of the State, a practice theretofore recognized by the courts of the State as proper, characterizes practices that would make said policy ineffective as unfair competition, and grants a right of action against a person indulging in such unfair competition to any person damaged thereby. It is clear that the plaintiff has a cause of action under this statute.

Mr. Angert announced his intention of carrying the case to the Supreme Court if necessary.

Coty, Inc., New York, brought similar action this past week against Hearn Department Stores, Inc., to restrain the store from selling Coty articles at less than prices stipulated in a contract pursuant to the Fair Trade law. Supreme Court Justice Rosenman reserved decision.

Counsel for Coty, Lewis G. Bernstein, claimed that more than 3,000 retailers have executed similar distributors' contracts under the Fair Trade law.

J. Leo Rothschild, counsel for Hearn's, declared the contracts were not binding because they violated the Fourteenth Amendment to the Constitution.



To Publish "Five Star Weekly"

Five Star Weekly, a standard-size newspaper magazine supplement in color, will be published beginning January 18, by M. C. Mogensen, to be distributed over a hundred daily newspapers in the Far West. Mr. Mogensen is also president of Mr. C. Mogensen & Company, publishers' representatives, who will represent the *Five Star Weekly* corporation nationally.

Distribution of the new supplement so far includes papers in California, Washington, Oregon, Nevada, Arizona and Hawaii. Five Western chains are included in the contracting papers.

Personnel of *Five Star Weekly* includes: Frank Baker, publisher; Paul West, manager; Arthur J. Ritchie, editor; Fred Rodever, circulation manager; Arvey M. Malotte, sales manager; and Elton Monroe, art director. Offices are at the Mills Tower, San Francisco.

To Auction Wallace Farm Paper

Receivership of the Wallace Publishing Company, Des Moines, Iowa, will be concluded December 7, when properties involved in sale of *The Iowa Homestead* in 1929 to the Wallace company will be offered at a sheriff's sale. Before he became Secretary of Agriculture, Henry A. Wallace was editor of the Wallace publication.

The sale was ordered by District Judge John J. Halloran to satisfy judgment of \$2,230,950 obtained by the James M. Pierce Corporation, former owner of *The Iowa Homestead*. The corporation foreclosed in 1932 on notes given by the Wallace Publishing Company in purchase of *The Iowa Homestead*, and Dante M. Pierce, corporation president, was named receiver to conserve assets. The Wallace Publishing Company merged the *Homestead* with *Wallaces' Farmer*.

First District Re-elects

SEVERAL hundred New England advertising men and women meeting at the annual convention of the Tenth District of the Advertising Federation of America at Boston this week, heard George A. Dunning, of the Crowell Publishing Company, Boston, offer the single word "Work" as a keynote for the coming year.

Mr. Dunning was re-elected district governor; Leslie H. Tyler, publicity representative, New York, New Haven & Hartford Railroad Company, was re-elected lieutenant-governor and Alice M. McCoart, Washburn Wire Company, was again chosen secretary-treasurer.

Welcoming the delegates on behalf of the State of Massachusetts, State Auditor Thomas H. Buckley, speaking in the place of Governor James M. Curley, said that the \$100,000 appropriated by the State Legislature to advertise Massachusetts has already proved a worth-while investment.

Chester H. Lang, president of the Advertising Federation of America, in his address, quoted Governor Lehman of New York as also having said a few weeks ago that no improvement made by New York State in ten years had been so effective as the \$200,000 appropriated to advertise New York.

Allan Brown, advertising manager and assistant treasurer, Bakelite Corporation, recommended generally more attractive copy for advertisements with "headlines that get readers into the body of the ad."

At a luncheon meeting, presided over by Allyn B. McIntire, vice-president, Pepperell Manufacturing Company and president of the Advertising Club of Boston, Roy S. Durstine, vice-president and general manager, Batten, Barton, Dur-

stine & Osborn, Inc., speaking on "The Place of Advertising in Recovery," described advertising not only as the voice of business but as ready "to carry a message that will make human beings throw overboard the preachings of the pessimists and lift this country forward in the next few years across new frontiers of happiness, comfort and abundance."

"Good Taste in Advertising" was the topic of John P. Cunningham, Newell-Emmett Company, speaking at one of the afternoon sessions, which was also addressed by Miss Margaret Wieseman, executive secretary of the Consumers' League of Massachusetts, and by Arthur M. Sherrill, New England manager of *Liberty*, whose topic was "Making New England Advertising Conscious."

Other speakers on the program were Harry F. Twomey, Boston retail store specialist; Seir A. Diefendorf, New England representative of the Columbia Broadcasting System, Edgar Kobak, chairman of the A. F. A., and George Welp, of the International Printing Ink Corporation, New York.

Mr. Welp told the story of the spectrophotometer developed at the Massachusetts Institute of Technology by Professor Arthur Hardy a few years ago. It measures the characters of the colors from the violet end to the red end of the spectrum and makes an accurate graph by which colors may be ordered to get a perfect match. It is more dependable than the eye and permits the perfect matching of colors even by telephone. The speaker said this had had a tremendous effect upon three-color printing and is of great value in advertising.

Represent "United States News"

Footo and Barton, publishers' representatives, of New York and Boston, have been appointed New England representatives for the *United States News*, Washington, D. C.

Smith with Tranquillini

Paul Smith, formerly assistant director, Kenyon & Eckhardt, Inc., New York, has joined the studios of Tranquillini Advertising Art, as art director of their New York office.

New Conference Goals

LAST week in Chicago the Food and Grocery Conference Committee at its second meeting decided to concern itself with a study of four major trade practices. It also adopted a number of rules and regulations. Paul S. Willis, chairman of the committee, presided.

The major trade practices which will receive the committee's special study are quantity discounts, co-operative advertising, diversion of the payment of brokerage and loss leader selling.

The objects and purposes of the committee were set down in the rules and regulations as follows:

(a) To act as a clearing house for the industry as a whole on general industry problems.

(b) To segregate recognized trade evils, define them and establish recommendations to control these evils.

Membership of the committee is composed of two representatives each from the following national trade associations: National Association of Retail Grocers, Associated Grocery Manufacturers of America, Food and Grocery Chain Stores of America, Voluntary Groups Institute, National Retailer-Owned Wholesale Grocers, National-American Wholesale Grocers Association and two representatives of such additional national food and grocery trade associations as may be deemed advisable. Each national association represented has one vote and action of the committee may not be taken except by favorable vote of 80 per cent of the member associations present at meetings.

The committee in its regulations announces that its activities shall be purely advisory to the trade. The committee will have a chairman, a vice-chairman and a secretary chosen annually from the members of the committee. Monthly meetings are planned.

♦ ♦ ♦

Names Mitchell-Faust

The Dean Milk Company, Chicago, has appointed the Mitchell-Faust Advertising Company, of that city, to handle the advertising of Dean's Vitamin D Evaporated Milk.

ROADS AND STREETS

ROADS AND STREETS has always been recognized by engineers in Federal State and County highway departments, also road contractors, as the authoritative magazine for the street and highway field.

WATER WORKS AND SEWERAGE

In this field the engineers, federal, municipal and consulting, who design and supervise construction; also officials in charge of plant operation and maintenance are readers of Water Works and Sewerage. A.B.C.-A.B.P.

Sporting Goods Journal

The only A.B.C.-A.B.P. magazine serving sporting and athletic goods outlets. Largest circulation. Independent. Covers all channels of distribution, including jobbing houses, exclusive sports shops, sport departments in department stores, hardware stores, etc.

MIDAS CRITERION

With which has been merged Bowne's Wines and Spirits. Leading and oldest magazine covering the wine and liquor industry. Reaches distillers, rectifiers, wineries, importers and wholesalers. Largest paid circulation. A.B.C.-A.B.P.

Gillette Publishing Co.

400 W. Madison St. - Chicago
155 E. 44th St. - New York

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding twelve copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

Personality *Plus*—in Selling

(Continued from page 10)

often he may call on you for such service—and vice versa. The more you can serve your customer, the more he will serve you—in business!

6. He has a valuable experience to draw on.

Don't be backward about applying past experience to your present selling job. In most cases, the customer will be glad to know about it and he may gather increased confidence in your selling efforts and suggestions.

An old Roman poet has written, "That man is wise to some purpose who gains his wisdom at the expense and from the experience of another." You and your customer may benefit from each other's experience, and neither one of you need be ashamed to admit it. Your experience may qualify you to offer valuable suggestions to your customer on matters pertaining to methods, merchandise or policies. In offering occasional advice, you may work yourself more and more into his regard. As he finds your experience valuable to him, he may come to look upon you as a part of his organization. The closer he draws you to him, the more it will react to your advantage.

7. He has a fine consideration for subordinates.

In many organizations the principal entrusts a subordinate with large responsibility and leans a great deal on his judgment and reports. If the salesman fails to show proper respect and consideration, he may suffer in these reports. On the other hand, many a salesman has benefited immeasurably by courteous treatment of a principal's assistant or secretary; he has had appointments arranged for him; he has had tips passed on to him; he has had his merchandise strongly recommended; and in many other ways his considerate treatment of employees has brought him returns of great value.

I have seen salesmen walk into a store or reception room and treat employees with the grossest discourtesy and condescension; and yet these very salesmen have complained bitterly of their inability to make the right contacts or to make any headway in the organization. On the other hand, under the impetus of decent treatment I have seen employees go out of their way to perform a genuine service for a salesman that he would never receive otherwise. These are the things that count heavily in a salesman's final appraisal.

8. He is continually dissatisfied with his accomplishments.

No salesman, building for the future, is ever satisfied with what he has accomplished today. He has so many more prospects to find, so many more friendships to make, so many more customers to develop, so much more merchandise to sell.

I once knew a salesman who, no matter how big an order he got, always said to himself in substance: "This is only the beginning; wait until I get really started with this customer." He was never satisfied with what he got, although of course he didn't say so to his customer. He kept constantly planning how to do a little more than he did yesterday, how to sell a bigger order next time, how to make the customer a little more friendly on his next visit. He kept comparative records of all his sales; he kept a mailing list of all his accounts; he kept a separate list of all his business friends; and that week-end was a failure in which he couldn't add healthy figures and additional names on every sheet. He was his own hardest taskmaster and his own quota pusher; with the result that he was always at the top of the list in volume and earnings. But most important of all, he had the largest number of individual customers and

Nov.

the lo
tacts
the fo
special
figure
where
orders
and th

9. F
friends

Frien
the abi
compar
ple like
a cold-
lars an
who bu
into an
custom
week"
make h
blooded
in a t
imports
use and
better
who m
individu
cheated
someon
currenc
really a
contacts

The
thinks o
friendly
his frie
and as
every o

10. F
of hum

The s
study th
from th
innume
the abil
world w
conflict
pleasure
to meet
ings ple
to gain
benefit.

An un
ture hel
working
mind; an
learn to
adapting
ferent ty

the longest list of personal contacts and friends of any man on the force. Whenever there was a special quota to make, or a contest figure to meet, he always knew where to go to get those last few orders that are so hard to get and that put him over the top.

9. He has a large capacity for friendship.

Friendship in business is simply the ability to make friends for the company and oneself. Many people like to say that business is just a cold-blooded transaction of dollars and cents. But the salesman who builds a customer relationship into an enduring friendship; the customer who "waits until next week" for a friendly salesman to make his regular visit; the "cold-blooded" business man who calls in a trusted counselor to do an important job for him and won't use another man who may be even better trained; the small buyer who mails his order to a friendly individual at the factory and feels cheated when it is handled by someone else—all these daily occurrences prove that business is really a series of warm-hearted contacts between trusted friends.

The smart salesman is he who thinks of business only in terms of friendly relationships and builds his friendships as constructively and as regularly as possible from every conceivable contact.

10. He has a keen understanding of human nature.

The study of human nature is a study that never ends. It develops from the broadening experience of innumerable contacts and gives us the ability to make our way in the world with the smallest amount of conflict and the greatest amount of pleasure and profit. It enables us to meet and to handle human beings pleasantly and efficiently; and to gain our own ends with mutual benefit.

An understanding of human nature helps us to analyze the inner workings of the average prospect's mind; and in so doing we eventually learn to use better judgment in adapting our selling style to different types of prospects and cus-

MEMO TO

Copy Writers
Layout Men (and
those who hope to be)
Account Executives
Advertising Managers

Production Men
Art Directors
Visualizers
Advertising
Salesmen

Here it is at last—the practical, how-to-do-it manual on Layout Making and Typography; a simplified, easy-to-use system which you will find indispensable; by an experienced New York art director who knows how to tell others—

Advertising Layout and Typography

By Eugene de Lopatecki

A quick, easy technique for everyone who prepares advertising—with simple methods for choosing and calculating type. Over 40 working drawings and diagrams. Send for a copy. \$5.00

— — — — — **Mail This Form** — — — — —
THE RONALD PRESS COMPANY
Dept. M32, 15 E. 26th St., New York, N. Y.
Send me Advertising Layout and Typo-
graphy, by de Lopatecki. Within 5 days
I will send \$5.00 (plus a few cents deliv-
ery) or return the book.

Name (please print)

Bus. Address

City

WHAT qualifications are you looking for in a man?

Men of varied experience and ability advertise in these pages, seeking opportunity to sell their services.

The chances are you will find several likely candidates for the job by looking over recent advertisements. Many competent men have been located in this manner with a minimum of expense and trouble.

If you have any difficulty in finding a man to measure up to your specific requirements, locate him by advertising in **PRINTERS' INK**. It requires only a small expenditure to get in touch with really worthwhile men.

tomers. No salesman can use the same method of attack on every prospect; he must gradually learn to change his approach, his sales talk and his closing punch to fit the different mentalities he encounters. One prospect may be slow to make a decision, and it is necessary to build him up carefully; another may have a procrastinating nature, and a little extra pressure is indicated to push him over the top; still another prospect may be technically minded, and he may require a more careful expounding of facts, figures and reasons. Every prospect shows a different reaction to sales effort; and the more the salesman knows about human nature and the different types of minds, the more he benefits from his activities.

11. He is a student of business organization and efficiency.

The student of modern business practices has a great advantage over the salesman who relies mainly upon the "push and pull" type of selling. As a knowledge of business efficiency and organization is developed, one acquires a number of talking points that would otherwise be lacking; increased avenues and outlets for the distribution of the line are discovered; your selling attitude gains in broadmindedness, impressiveness and prestige.

The modern salesman must be familiar with modern methods of manufacture and the latest developments and trends in distribution; he must know as much as possible about latest sales, advertising and merchandising practices; and he should know something about the requirements and preferences of the ultimate consumer. The first teaches him *how* to sell his line; the second tells him *where* to sell it; and the third advises him *what* to sell.

12. He is an interesting and intelligent talker.

If a salesman is an interesting talker, he is pretty sure to be intelligent; if he is intelligent, he is apt to be interesting; and if he is both interesting and intelligent, he is certain to be convincing.

The prospect usually considers

the salesman interesting when he says something that appeals to him personally—to his pride, his pleasure or his purse. The salesman demonstrates his intelligence when he discusses only the things that are certain to interest his prospect; in this way he has an opportunity to convince the prospect of the merit of his proposition. He is a wise salesman who selects from his regular sales talk the points that will appeal to the particular prospect, and who dresses them up so that the prospect becomes interested by the very manner and meaning and personality of the salesman's presentation.

13. He is a good leader and organizer.

The better-than-average salesman betrays a quality of leadership that is a distinct asset to the company he represents and of definite value to his customer. He is easily recognized as being beyond the run-of-mine type of salesmen; and his customer frequently avails himself of his leadership and organizing ability in working with his other executives or employees. In this capacity, the salesman has an opportunity to lead the thinking of the customer's executives into directed channels, and to organize his employees' preferences for the particular product or merchandise under consideration.

The wise salesman welcomes such opportunities to work with the customer's organization. At times, he may have the privilege of contacting them in sales meetings and at conventions, or out in the territory, or in branch offices or branch stores. Most of the time he suggests and creates such opportunities himself. His spirit of leadership and initiative is never more valuable to him than when he can arrange such contacts.

14. He keeps his eyes open and takes advantage of every break.

The average salesman envies the successful salesman and alibis himself by saying that the other fellow "got the breaks." The better-than-average salesman needs no alibi; he goes out and *makes* the breaks; and he does it largely by keeping



TEXACO'S *jumbo!* ON THE AIR

● negotiated by our organization in record time . . . with grateful acknowledgment of the hearty cooperation extended by The Texas Company, Hanff-Metzger Company, National Broadcasting Company, Billy Rose, Jimmie Durante and the entire cast of "JUMBO."

● showmanship, combined with matchless contacts in the motion picture, legitimate theatre, operatic and concert fields in this country as well as abroad, makes it possible for our organization to solve your radio program problems.

● our forty years' experience providing entertainment for the American public is at your service.



WILLIAM MORRIS AGENCY

INC.

MAYFAIR THEATRE BUILDING
NEW YORK CITY

Phone: BRyant 9-3646

Cable Address: WILLMORRIS

Partial List of Current Bookings

Geo.	Gracie	
BURNS & ALLEN	Campbell Soup Co.
FRANK CRUMIT	General Foods Corp.
LESLIE HOWARD	Lehn & Fink, Inc.
JAMES MELTON	Colgate-Palmolive-Peet Co.
RAY NOBLE	Coca-Cola Co.
FRANK PARKER	Atlantic Refining Co.

his eyes open and taking advantage of every possible opening in the prospect's armor.

If the prospect shows the slightest sign of weakening, the salesman rushes in with his sales argument and pounds him harder than ever. If there is the slightest opening in the lines of merchandise now stocked, the salesman steps into the gap all prepared to fill it. If he hears any news on the outside or gets any comment on the inside, he

develops it into an argument for his product. If there is a new development in the industry or a new buying trend on the part of the consumer, he presents it to his prospect tied up to his suggested product. Wherever he goes and whatever he does, he keeps his eyes wide open and takes full advantage of every favorable happening. In short, his is a "heads up" attitude that captures his prospect "hands down!"

* * *

Form Klein & Saks

Dr. Julius Klein, Assistant Secretary of Commerce during the Hoover Administration and, since his retirement from government service, a consultant, is now senior partner of the firm of Klein & Saks, consultants in marketing, industrial and management matters.

For the last few years, Julien M. Saks has been associated with Dr. Klein in his investigations and consulting services.

Associated with Dr. Klein and Mr. Saks is Leonard L. Stanley. Offices of the firm are at 52 William Street, New York.

* * *

Join "Dress Accessories"

Gilbert M. Capp, formerly with the Handkerchief Industries Association, has joined the advertising staff of *Dress Accessories*, one of the Haire Business Publications, New York. Miss Irene J. Parrott, formerly with the publicity department of Cannon Mills, Colgate-Palmolive-Peet and McCann-Erickson, Inc., has become editor of *Dress Accessories*.

* * *

Elected by Audio Productions

Frank K. Speidell and C. H. Bradford, Jr., have been appointed vice-presidents of Audio Productions, Inc., New York. Mr. Speidell was formerly director of the industrial division and will continue this supervision in addition to new duties. Mr. Bradford, who was formerly treasurer, will also take on added duties.

* * *

Agency Changes Name

The name of Stone, Stevens & Lill, Inc., New Orleans, has been changed to Stone-Stevens-Howcott-Halsey, Inc. Harley B. Howcott and Donald H. Halsey, who have been with the agency for the last six months, have been made members of the firm.

* * *

Bon-Kora to Benson & Dall

Battle Creek Drugs, Inc., Battle Creek, Mich., has appointed Benson & Dall, Inc., Chicago advertising agency, to handle the advertising of Bon-Kora. Newspapers and radio will be used.

Death of J. F. Hindes

Joseph F. Hindes, chairman of the board of the Emerson Drug Company, Baltimore, and manufacturer of Bromo Seltzer, and president of that company for many years, died last week. He was seventy-three years old. Mr. Hindes entered the employ of Emerson Drug as a bookkeeper in 1890, the year after the company had been formed by Captain Isaac E. Emerson. He later became secretary and treasurer and in 1896 was made general manager. Upon Captain Emerson's death, he became president.

* * *

Cincinnati Agencies Merge

The Joseph Advertising Agency, Cincinnati, has absorbed the A. A. Hirsch Advertising Agency, of that city. New accounts recently acquired by the Joseph agency include P. Goldsmith & Sons Company, Cincinnati, sporting goods manufacturers, and Liberty Cherry & Fruit, Inc., Newport, Ky., extracts manufacturer.

* * *

Name Terrill Belknap Marsh

Henry Rauch & Son, Mt. Vernon, N. Y., heavy machinery, have appointed Terrill Belknap Marsh Associates, New York, to handle their advertising. Business papers and direct mail will be used. This agency is also handling the account of the Robles Envelope Company, New York. Business papers will be used.

* * *

NBC Advances Hauser

B. J. Hauser has been appointed assistant manager of the advertising and sales promotion department of the National Broadcasting Company, New York. Mr. Hauser, who has been with NBC for a number of years, will report to E. P. H. James, advertising and sales promotion manager.

* * *

Shaw with F & S & R

R. C. Shaw, recently with the specialty appliance department of General Electric Company and formerly with Batten, Barton, Durstine & Osborn, Inc., has joined Fuller & Smith & Ross, Inc., Cleveland, as account executive.

F.

THE last as such practice by retailers claimed tend to of the

Amo one pr require the so-livory ritory

Another values propos hibited a high the pr sales t of the code effecti

This Federat ord ag bers line d they r practic author below of "lo tice t promo compe

Appoi

Bas appoint count of that pany, agency

H. C.

Hen land tising recenth was fo the fo

Joins

A. direct pany, appoint Adver

F. T. C. Bans Price Fixing

THE Federal Trade Commission last week ruled out price-fixing, as such, in its review of the trade-practice code, voluntary, suggested by retail auto dealers. The F. T. C. claimed the proposed plan would tend to restrain trade in violation of the anti-trust laws.

Among the rules rejected was one providing that all dealers be required to sell new automobiles at the so-called factory suggested delivery price effective in the territory of the resident dealer.

Another was on the trade-in values of used cars. It had been proposed that the dealers be prohibited from allowing the consumer a higher value on his old car than the price fixed for that particular sales territory. This rule was one of the most drastic in the NRA code and probably the most effective.

This ruling definitely puts the Federal Trade Commission on record against price fixing. The members have evidently drawn a hair-line distinction on price fixing as they recently approved one trade-practice conference's request for authority to maintain a "no selling below cost" policy and a prohibition of "loss leaders" where such practice tended to restrain trade and promote monopoly through unfair competition.

♦ ♦ ♦

Appoint Detroit Agency

Bass-Luckoff, Inc., Detroit, has been appointed to handle the advertising account of the Re-New Sweeper Company, of that city. The Regal Brewing Company, Detroit, has also appointed this agency as advertising counsel.

♦ ♦ ♦

H. C. Dosch Dead

Henry C. Dosch, head of the Moreland Business Builders, Chicago advertising firm, died at Highland Park, Ill., recently, aged forty-four. Mr. Dosch was for a number of years a partner in the former Dosch-Kircher Organization.

♦ ♦ ♦

Joins Sterling Agency

A. Paderewski, formerly fashion art director for Thomas H. Reese & Company, Inc., New York agency, has been appointed art director of the Sterling Advertising Agency, Inc., of that city.

HERE IS A REAL SALES BUILDER

SALES executive with impressive background in sales organization, administrative and actual sales work. Successfully employed, directed, and inspired salesmen in achieving outstanding results. Wide experience in advertising, merchandising, sales promotion and public relations. Accountancy and law training. Demonstrated ability in present position to increase sales but desires broader opportunity with greater potentialities.

Large acquaintance among business men and bankers. Present earning \$10,000. Excellent references.

Address "J," Box 178, P. I.

there's a good job open

for a smart young copy man who also has smart layout ideas—and can prove it. Must state minimum salary. Samples will get more attention than lengthy letters.

ADDRESS: PRINTERS INK BOX 178

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell
John Irving Rower, Editor and President
1906-1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
G. A. NICHOLS, Treasurer and Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ARTHUR H. LITTLE, Associate Editor
H. W. MARKS, Mgr. Readers' Service

EDITORIAL OFFICES

Chicago, 6 North Michigan Avenue; Andrew M. Howe, Associate Editor; P. H. Erben, Jr. Washington, 1208 Carpenters' Building; Chester M. Wright.
London, 36 and 31 Great Queen Street, W. C. 2; McDermott Russell.

ADVERTISING OFFICES

Chicago, 8 North Michigan Avenue; Gove Compton, Manager.
St. Louis, 915 Olive Street; A. D. McKinney, Manager.
Atlanta, 60 Twenty-sixth Street N. W.; H. F. Cogill, Manager.
Pacific Coast: M. C. Mogenson, Manager. San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months. Canada \$4 plus duty \$2.60 a year. Foreign \$5.

NEW YORK, NOVEMBER 7, 1935

Gasoline Goes High-hat, but— In chastely engraved script on bond stock heavy enough to floor a garage, Mr. Alfred P. Sloan, Jr., requested the honour (spelled with a u) of our Presence (spelled with a cap) "at the Preview of General Motors Cars for 1936, arranged in a setting of Special Moving Exhibits, depicting Progress in Automotive Science, during Friday evening, November first, from eight to twelve o'clock, in the Grand Ballroom of the Waldorf-Astoria, New York."

And in the same mail that brought Mr. Sloan's thoughtful and doggy request came a communique that, at first blush, shocked us into the belief that, thanks to a recurrence of our old amnesia, we had gone blank for a couple of days. Seemingly, the party was over, and, consistently with our luck in such matters, we had missed a chance to mingle with the beauty and chivalry of the

metropolis, gaze upon the Moving Exhibits, and be greeted in person by Mr. Sloan—who, for all we knew, shook hands with everybody from the back of Mrs. Astor's horse.

"Industry," the communique revealed, "was host to society Friday evening at the Waldorf-Astoria, with Alfred P. Sloan, Jr., president of General Motors Corporation, at the head of the receiving line. Stars of stage, screen and radio were present with social leaders at the preview of General Motors cars for 1936 and special moving exhibits in automotive science."

Was host. Past tense. Just—just history. Time—time had passed us by.

And then a single line of typing, a line we had overlooked, dispelled our bewildered grief. The line read: "For release Nov. 2."

Glory be, we were not too late!

And Mr. Sloan's reception was a complete and artistic success. He rode no horse, but otherwise he was the perfect host. And the stars of stage and screen and radio shone brightly, dimmed only a little by the more brightly shining leaders of society; and amid the glare of their brilliance, if you shielded your eyes and peered real hard, you actually could see the cars.

And if, behind a post somewhere, there grieved some old-timer who was selling automobiles when an automobile was a horseless carriage that hadn't yet sloughed off its whip-socket, even he, in the very depths of his nostalgia, must have realized that, despite the white gloves and the bare backs and the boiled fronts, here was the fruition of enterprise that had sweated and toiled, enterprise that had dared to do.

We salute Mr. Sloan. We salute G-M. We salute an industry that, in the Auto Show this week, re-

reveals its
invites t

And v
The mo
hibits t
could p
cars, th
that, in
rolling
rooms a
of Ame

Verl
al F

one of t
dising c
from th
living u
ters, stil
our dem

Assay
we estim
ufacture
on their
retail p
represent
would
increase
to some
gallons.

Now—
feel like
with sp

It seem
Adminis
all liquo
the prod
whether
and how
the spi
grain, c

At a l
week, J.
of the O
ation of
out, amo
more st
chase c
be sque
W. G. I
Stewart,
all the
regulatio

veals its own accomplishments and invites the public's patronage.

And we offer but one suggestion. The most convincing Moving Exhibits that the automotive industry could possibly devise will be the cars, the shiny new automobiles that, in thousands, soon will be rolling through dealers' showrooms and out upon the highways of America.

Verbiage al Fresco

In these pages last week, we meditated upon one of the more startling merchandising consequences that may arise from the increasing difficulty of living under what, in some quarters, still is called—and seriously—our democratic Government.

Assaying a reader's suggestion, we estimated that if, say, the manufacturers of beans would itemize on their labels how much of the retail prices of respective items represented taxes, spatial demands would force the bean-canners to increase their minimum packages to something approximating ten gallons.

Now—and we're beginning to feel like Einstein—we're concerned with space again.

It seems that the Federal Alcohol Administration has suggested that all liquor advertising disclose: (1) the product's alcoholic content; (2) whether it contains neutral spirits, and how much; and (3) whether the spirits were derived from grain, cane, or fruit.

At a hearing in Washington last week, J. B. Stewart, vice-president of the Outdoor Advertising Association of America, arose to point out, among other matters, that, no more successfully than type in a chase can words on a billboard be squeezed into a bunch. And W. G. Hodges, supplementing Mr. Stewart, calculated that, to carry all the information the suggested regulations would require, an out-

door board would need the area of a vacant lot.

We are mindful, besides, of probable effects distinctly social. The scene is a courtroom in Stamford.

The judge: "You are charged with obstructing traffic on the Post Road from 8 p.m. to 4 a.m. What have you to say?"

The defendant: "I was trying to read that Seagram billboard across from the dog hospital outside Darien. It's a blinker. And every time the danged thing went out, I'd lose my place and have to start all over again."

Gentlemen, You Have the Floor

Under the heading, "Grace Sees Trade in Long Strong Rise," the New York Times quotes the head of Bethlehem Steel—which just has converted a quarter loss of more than \$2,400,000 into a quarter gain, of more than \$700,000—as saying that the people of the country are optimistic, but that it is hard to tell how long their optimism will last.

Prophecy, of course, is dangerous; but there are principles of mass conduct whose operation never varies.

Optimism always rests on confidence, and confidence on evidence that the future is secure.

Last week, PRINTERS' INK reported an address, before the Institute of American Meat Packers, by Donald D. Davis, president of General Mills, Inc. And the burden of what he had to say was this: Too many manufacturers have been so busy persuading the public to buy their goods that they have neglected the job of selling themselves.

So may it be said of the steel industry, and of every industry. If business will uphold the people's confidence and thus protect their optimism, business must supply the reassuring evidence.

Industry must tell the story of

its accomplishments—and as of today. Business must tell the story of outlay of capital in plant expansion, the story of the conversion of loss into profit, the story of enterprise that looks forward, not to defeat, but to victory.

And to reach those whose continuing optimism will materialize industry's expectations, business must tell its story, not through interviews, not through press releases, but in the public marketplace where the populace gathers to gossip and to buy.

PRINTERS' INK has advanced this thought before. We repeat it. The channel through which to tell that stirring, dramatic inspiring saga is the channel of advertising.

Case History— with Moral

In the enlightened view of modern times, labor no longer is a commodity. To believe that the toil of men is a tangible like potatoes or steel, bought at a low price and sold at a high, and to believe that, with the consummation of the sale, the employer's interest ceases is to cling to a notion that, in this age, harmonizes with nothing but the *zing* of the soulless, brainless cash register.

It is archaic, also, to believe that, without disturbing economic balance, work can be manufactured.

Says W. K. Kellogg: "We shall never solve the unemployment problem by 'made work,' by the dole, by appeals to patriotism, and by other methods that have been tried and found wanting."

This week, to merchandisers who know that their rising chart-line of sales can be supported only by rising chart-lines of purchasing power, Mr. Kellogg is news. For this week it is announced that the Kellogg Company, of which he is the founder and the president, has raised its wage scale to the highest level in the company's history.

Under the new scale, the mini-

mum guaranteed wage for men, for a thirty-six-hour week, is \$27. Bonuses, which many of them earn, will raise them to \$30. In the higher brackets, wages have gone up proportionately.

Utopian? Impractical? "It isn't just theory," Mr. Kellogg says. "We've proved it with five years of actual experience." Shorter hours—higher pay—enhanced morale—improved efficiency—lowered unit costs of production—thus runs the Kellogg cycle. And the company is "more than satisfied."

To Mr. Kellogg: our applause. To our readers: a case history—with a moral.

Start Next Year's Housing Now

Addressing the
New England
Newspaper
Advertising Executives Association
in Boston, H. Dorsey Newson,
chief of the Information Section
of the Federal Housing Adminis-
tration dismissed—and right ade-
quately—the superstition that hous-
ing and advertising about housing
are somehow seasonal.

"As we know," said Mr. Newson, "the purchase of a home by the average American is the investment of a lifetime. For this reason alone, he should go thoroughly into it to be sure that he is getting what he visualizes. Prospective owners of homes should be urged to start selecting plans, going over all the details.

"All this preparation should be done in the winter, so that when spring arrives the home will start immediately and turn out to be what is wanted. Thus the home-builder avoids rushing the actual building and winding up with something that does not accord with either his dreams or his actual requirements—a disappointed home owner, a bad investment, and a resulting poor risk."

And there's good sense, plus—for the building industry—a copy-angle, ready-made.

MORE **GAINS!**

In Advertising ***and In Circulation***

During the first ten months of 1935
the New York Mirror

GAINED 696,382 Lines

in Total Paid Advertising

Average Net Paid Circulation

12 months' period ending Sept. 30, 1935

DAILY

563,718

A GAIN of 11,567 copies daily over
the corresponding period of a year ago.

SUNDAY

1,222,625

A GAIN of 167,066 copies over the
corresponding period of a year ago.

NEW YORK MIRROR

Fourth Largest Daily Circulation in America
Second Largest Sunday Circulation in America

The Little Schoolmaster's Classroom

IF the mere process of affixing a date upon a product could guarantee freshness and quality, how simple things would be for a great many producers.

There is a good deal more to this dating business than a casual applying of the calendar. It is evident from their actions that those who have most intensively promoted dated products have generally given considerable thought properly to merchandising the idea itself. Thus one well-known company dates its packages, but not upon the date but upon the delivery system which makes the dating possible does it place greatest stress.

The notion of dating eggs is no new one by any means; yet to make the date actually mean something has not up to now been satisfactorily accomplished. Not, that is, until the coming of the "Dated" Egg Corporation, of New York City, which has just introduced a dated egg that promises to be the *ne plus ultra* of egg per-

fection, or as near to it as human care and watchfulness will permit.

The dated egg is built around a quality protection program that starts with the buyer who combs the producing territory for the finest fresh eggs. These are shipped daily into the packing plant where they are graded for quality by an official Government grader. The eggs are then packed in cartons which are overwrapped in moisture-proof Cellophane to prevent shrinkage and consequent spoilage.

Each package carries two dates; one indicating when the eggs were packed, the other giving the customer the time after which they are not to be purchased. It is impossible to repack eggs on which the salable period has expired, inasmuch as each carton is sealed with a Government seal of quality applied by the Government grader, whose supervision is independent of the egg company.

A unique feature is the complimentary two-egg sample package

with the Compliments of
THE
DATED EGG CORP.
NEW YORK, N. Y.

DATED BRAND GOVERNMENT GRADED EGGS

FREE

These eggs are packed exclusively for delivery and sale from packed, sealed and stamped in Government-graded egg cartons, are **DATED** and **DATED** under the supervision of the U. S. and State Graders.

These eggs are packed exclusively for delivery and sale from packed, sealed and stamped in Government-graded egg cartons, are **DATED** and **DATED** under the supervision of the U. S. and State Graders.

PACKED and SEALED under FEDERAL and STATE SUPERVISION

... GIVES 'EM



BOTH BARRELS

In Toronto, *Canada*, one paper stands head and shoulders above all others as champion of the people's interests — the *Evening Telegram*. Whenever some vital civic question is at stake, the *Telegram* loads its editorial musket with telling arguments, takes careful aim, and lets go both barrels in a volley that withers opposition.

Toronto people recognize the *Telegram* as their champion. It has their whole-hearted support. You would expect your advertising messages in the *Telegram* to bear weight—they do. They bring action. To reach this volume market in the heart of Canada's wealthiest buying area, use the *Telegram*. Its circulation is concentrated in Toronto.

TORONTO
IS A
"TELEGRAM" CITY

which is being used to introduce dated eggs to the public. The customer receives this free sample with the first carton of eggs purchased, and if for any reason the samples prove unsatisfactory, the large carton, unopened, may be returned to the grocer who refunds the purchase price.

The whole program, according to a statement on the package, results in the eggs reaching the consumer from seven to twelve days earlier than eggs that are sold through ordinary channels.

...

In a recent survey made by the National Supply and Machinery Distributors' Association it was disclosed that 48.49 per cent of the total sales of members were derived from orders amounting to less than \$5, and that an additional 17.88 per cent came from orders of more than \$5 and less than \$10.

In other words, practically two-thirds of the business obtained was in orders of less than \$10—and this in a field whose sales units are not exactly the same as Woolworth's.

Obviously to every company come orders that cannot be economically handled. Sound management, however, realizes that not all small orders are unprofitable and that only by careful study and selection can their true worth be determined.

It's all very well for a company to encourage big orders but it would seem that those houses that slam the door in the face of the small order might reasonably leave a few windows open, at least.

...

A shortcut that has served before may serve again. When it may introduce a product in jig time to a market which begins by being totally and blissfully ignorant, it is worth a shot.

This at any rate appears to lie back of the campaign of Austin, Nichols & Co., agents for Paddy Irish whiskey. The United States is not an untutored whiskey market, but it sticks close to rye, Scotch and bourbon rather than Irish.

In a similar predicament, the answer of the makers of Plymouth

cars was three low Austin, all three, Scotch (bourbon). It did taste for

As an should tou tippler to master ex autumn ca & Hoyt, and spirits beautiful j with a bl bottles in "Voici des But it is reading th and descr iences cu of heart a Among

Beaujolais Served a little wi

Beaujolais More st

Nuits St.

Medium

Santenay;

Troisièm

Lovely c

Beaune; le

Tête de

Fine big

gundy

Pommard;

Tête de

Almost

wonderf

des Vign

The hyp

through s

page, has

master do

copy angle

Add to c

ucts-difficul

To an

EMPLOYED ADVERTISING SALESMAN

accustomed to signing

\$50,000—\$100,000 CONTRACTS

WE have a position and a great opportunity for a man who has direct contact with large national advertisers, knows them personally, and is accustomed to closing contracts for several hundred thousand dollars' worth of advertising yearly.

He must be a man at present so employed but who is interested in a field with still greater possibilities.

Send full details including age, nationality, selling record, and references.

Magazine representatives and agency "contact" men need not apply.

"N," BOX 181—PRINTERS' INK

TORONTO
MONTREAL
WINNIPEG
LONDON, Eng.

cars was the appeal "Look at all three low-priced cars."
Austin, Nichols will repeat "Try all three," the three being Irish, Scotch and American (rye and bourbon). If the appeal works as it did for Plymouth, America's taste for whiskey will be broadened to an appreciation of Irish.

As an example of copy that should touch a sensitive moderate tippler to the heart, the Schoolmaster extends a copy of the autumn catalog of Greig, Lawrence & Hoyt, Ltd., importer of wines and spirits. The catalog itself is a beautiful job, thirty pages, covered with a bleed photograph of wine bottles in straw and the caption "Voici des Vins."

But it is when one gets down to reading the lists of wines, vintages and descriptions, that one experiences curious nostalgic stirrings of heart and of salivary glands.

Among the red Burgundies—

Beaujolais 1933

Served slightly chilled, jolliest little wine imaginable

Beaujolais 1929

More staid than the 1933

Nuits St. Georges 1929

Medium body, dry, clean

Santenay; en Beauregard 1929

*Troisième Cuvée
Lovely color, bouquet, velvety*

Beaune; les Grèves 1929

*Tête de Cuvée
Fine big Wine, typical Burgundy*

Pommard; Rugiens 1929

*Tête de Cuvée
Almost a great Wine, with wonderful finish of the "fleur des Vignes"*

The hypnotic effect of reading through such a list, page after page, has all but got your Schoolmaster down. Maybe there is a copy angle here.

Add to demonstrations of products—difficult-to-demonstrate a new

FREE 10 DAY TRIAL



**BATES
STAPLER**

**CAN'T
JAM OR CLOG**

**Makes its own staples.
5000 in one loading.**

For free trial, without obligation or expense, simply return this advertisement attached to your business letterhead.

The BATES MFG. CO., 30 Vesey St., New York
Makers of BATES NUMBERING MACHINES—Dept. A-3

LONG ISLAND BUYERS READ OUR WEEKLY NEWSPAPERS.

More Car buyers to the mile than any place in N. Y. State. Better Grade Estates, Farms . . . Residential Territory. Our resorts park tens of thousands. Travel all year . . . Market for better Cars . . . THE MESSENGER . . . SMITHTOWN . . . CENTRAL ISLIP-BRENTWOOD MESSENGER . . . LAKE RONKONKOMA MIRROR . . .

MESSENGER PRINTERY, Smithtown Branch, L. I. All copy and ONE plate at Smithtown Branch, L. I. One Dollar and Half per inch all Three . . . 15% . . . 5% 5 days 2% 10 days . . .

WANTED: A PRODUCT

**To be Sold Aggressively in
Conservative New England**

A New Englander who knows New Englanders desires to market a good product in his home territory in which he has successfully sold during the past 10 years. The proposition must be good and the company sound.

Address "Q," Box 177, Printers' Ink.

Photo Prints

Any size Any quantity

DISPLAYS and BLOW-UPS. Black and white or colors. Lowest prices.

We are specialists in coloring and framing.

P. NEW PROCESS STUDIOS, Inc.

51 East 21st St. NEW YORK CITY
Telephone TO. 6-4312

TORONTO
MONTREAL
WINNIPEG
LONDON, ENGL.

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

HERE'S A SALES PROMOTION MANAGER

A man who has been a salesman, selling house to house, over the counter, and direct to jobbers, dealers, utilities and industrial.

An organizer, who has managed a sales force doing a two million dollar home equipment business, hiring, training and routing the men.

A promoter, whose presentations have sold six figures, who has worked out complete dealer plans and who has sold all kinds of advertising to the sales force and the jobber and dealer organizations.

An effective speaker, an expert on practical sales meetings and dealer conventions, and sales contests.

A forceful writer, who has written magazine and newspaper copy, direct mail, radio programs, correspondence courses, and house organs.

A clear-thinking producer with both feet on the ground, who knows markets and can show results on a small budget. Age 44, married. Available immediately. Address "M," Box 180, Printers' Ink.

WANTED Mail Order Proposition

I am looking for an idea, product or proposition which can be sold direct by mail. Your suggestion will be kept confidential. Write me in detail today. "L," Box 179, Printers' Ink.

4-A-WRITER

Well known agency executive will change for broader opportunity with smaller agency. Background, temperament, personality ideally suited key job; thoroughly experienced market plans, copy, research, publicity, new business development. Associations and future much more important than initial salary. Over 35, married. Available your convenience; location immaterial. "R," Box 182, P. I.

WANT for PHOTO-OFFSET
FASTER SERVICE

1 50 for 100 Copies 8 1/2" x 11"
Additional hundreds 20 cents
Minimum Order \$2.50

J. A. WANT ORGANIZATION
1231 B'way, N. Y. City, WASHINGTON 25, D. C.

display for Air Meter, the glass ventilator produced by the Continental Screen Company of Detroit.

Air Meter is one of those rectangular glass shields that spread the width of the window sill and extend on an upward slant into the room, making it possible for the window to stand open with no rain or snow entering. To dealers the Continental Screen Company now offers a free model, window sill, window section and Air Meter, measuring thirty by thirty inches. This duplicates room conditions, and the dealer can show a product he could before sell only with words.

...

When member-of-the-Class Arthur Hallam was himself a schoolmaster, teaching advertising, he found it necessary to form certain classifications of media for the benefit of his students, and the memory of one of those classifications in particular still intrigues him.

It was a classification called "container advertising," and under it he groups "anything that a business would have to use anyway, without any reference to whether it was advertising conscious or not. The idea of such media was, as has been brought out numerous times by your publication, that with very little if any extra cost, these things that had to be used anyway could be given extra advertising value.

"When you come to list them, it is really remarkable how many possibilities there are. Hence if a firm used nothing but 'container' advertising, it could still get quite a distribution of its advertising message."

The list as Mr. Hallam gives it includes twenty items: "letterheads, envelopes, invoices, statements, business cards, salesmen's advance cards, acknowledgment of orders,

Class

BUSINESS
EMAIL
Established of high class man who de own account real opportunity Box 942, P.

Express
Knowledge Available co venturers or and commis

Inter
to young tal color offset pointment

I have making photograph men with editing agency sensitive th boundless. V rience. Box

TECHNIC
Large New Screws for wants a man than average technical ed not respond in first lett Box 930, P.

ACCOUNT
Man wanted agency speci One who is tion and ser date must l small initial cation for business. W general qual 977. Printers

M
Make your Let me wr Vim and Vi So that he w Box 928, P.

SAVE TYPE
ING costs by cal printing rect from you a hundred c 20 cents. Sa Canal St., N.

POS
SALES-MIN
At 45 I've l 7 yrs. with n employer. E Sales Mgr. 1 Credit Mgr. field. Not afr work. Salari Details in co

LETTERHEADS
ENVELOPES
OFFICE FORMS
INVOICES

PRINTING Quick! Careful! Reasonable!

PHONE: MURRAY HILL 4-3820
CUSTOMER SURVEY PRINTING
12 EAST 32ND STREET NEW YORK CITY

LEAFLETS
BROADSIDES
BOOKLETS
LABELS

Classified Advertisements

BUSINESS OPPORTUNITIES

SMALL PRINTING PLANT

Established 34 years and enjoying volume of high class business, seeks contact with man who desires to enter business on his own account and who has a following. A real opportunity awaits the right man. Box 942, Printers' Ink.

HELP WANTED

Representative for Art Studio
Knowledge of commercial art required. Available contacts with Direct Mail advertisers or agencies an asset. Salary and commission. Box 939, Printers' Ink.

Interesting Proposal

to young talented successful salesman of color offset lithography. Call for appointment—AStoria 8-7100.

I have made over \$10,000 a year selling photographic illustrations. I want a man with equal ability to contact advertising agencies. For a high grade representative the opportunities are almost boundless. Write qualifications and experience. Box 932, Printers' Ink.

TECHNICAL CORRESPONDENT:

Large New York manufacturer of special Screws for metal working industries wants a man who has been writing better than average sales letters. Must have technical education or experience. Do not respond otherwise. Give full details in first letter including salary desired. Box 930, Printers' Ink.

ACCOUNT EXECUTIVE and Contact Man wanted by old, well established agency specializing in industrial accounts. One who is accustomed to copy preparation and servicing his accounts. Candidate must be either willing to accept small initial salary or assure of qualification for early development of new business. Write, giving experience and general qualifications in detail to Box 927, Printers' Ink.

MISCELLANEOUS

Make your message brief and terse.
Let me write your "ads" in verse. Vim and Vigor's what they need,
So that he who runs may read.
Box 928, Printers' Ink.

SAVE TYPESETTING AND ENGRAVING costs by Photo-Offset, most economical printing process. We reproduce direct from your copy for as little as \$1.50 a hundred copies; additional hundreds 20 cents. Samples. Laurel Process, 480 Canal St., N. Y. C. WALKER 5-0528.

POSITIONS WANTED

SALES-MINDED CREDIT MANAGER
At 45 I've had 2 business connections, 7 yrs. with my dad and 12 with present employer. Engr. graduate, 2 yrs. Assist. Sales Mgr. 1 yr. Actg. Sales Mgr. 7 yrs. Credit Mgr. in Building Construction field. Not afraid of responsibility or hard work. Salary requirements moderate. Details in confidence. Box 940, P. I.

EDITOR—Twelve years' general magazine, business publication, house organ experience; advertising and publicity training. University graduate, thirty-two, married. Box 929, Printers' Ink.

Artist—Figure, Poster, Silkscreen, Sketch, Layouts, Highspots and Booths. Estimating and supervising construction of Highspots and Booths. For steady employment. Box 935, Printers' Ink.

MAN, 25, college-trained, knows stenography, writing copy now for small account, newspaper experience, employed, wants to work hard in agency or advertising department. Box 938, P. I.

Need a One-Man Art Department!
With my 20 years' experience in New York I can handle anything from lettering to feature figure drawing. Security of position rather than high salary is desired. Box 933, Printers' Ink.

FLASH!—Advertising and Publicity Manager, now with large agency, desires responsible manufacturer or agency connection in California. Qualifications and record guaranteed. Thoroughly familiar with Pacific Coast. Correspondence confidential. Box 937, Printers' Ink.

ADVERTISING SALESMAN—Fully experienced in general and class magazine and trade publication work, available for publisher seeking first-class New York representative or branch manager; salary or commission; best credentials; strict confidence. Box 931, Printers' Ink.

Advertising, Sales-Promotion Manager.
Knows what it takes to sell retailer, having served as advertising, sales-promotion director for three nationally advertising manufacturers. Know consumer selling from experience as advertising manager of two major department stores. 12 years' experience. A-1 creative man in radio, magazine, direct mail and display. Unusually capable merchandiser. University education. Age 35. Now employed. \$10,000 man, but will deal at \$5,000 with bonus on increased sales. Box 941, Printers' Ink.

Want to establish a new direct mail department?

Expect to reorganize your present one?

I offer thirteen years' experience in sales research and analysis, coordinating sales and advertising programs, making charts, graphs, maps, building lists and intelligently allocating direct mail. Considerable experience also in copywriting, design and production. The writer of this advertisement is an alert young woman who gets along well with people and knows how to make strides that count in black ink on the ledger. Substantiation for her capabilities is available. Employed, but of own volition looking for new fields in which to make hay. \$4,200 comparable to present salary.

BOX 934, PRINTERS' INK.

Advertisers' Index

	PAGE
American Home	60-61
American Offset Corp.	99
Ayer & Son, Inc., N. W.	1
Baltimore News-Post	59
Bates Mfg. Co.	119
Branham Company	102
Business Opportunity "G," Box 177 ..	119
Business Opportunity "L," Box 179 ..	120
Business Week	25 to 32
Chicago Daily News	40-41
Chicago Times	81
Chicago Tribune	124
Classified Advertisements	121
Customer Survey Printing	120
Des Moines Register and Tribune ..	2
Detroit News	44-45
Detroit Times	73
Donnelley & Sons, Co., R. R. ..	49 to 52
Francis Press, Charles	39
Gibbons, Ltd., J. J.	119
Gillette Publishing Co.	105
Handy Picture Service, Jam	91
Hawley Advertising Co., Inc.	75
Hearst Newspapers	18-19
Help Wanted Box 176	111
Help Wanted "N," Box 181	118
Lakeside Press	49 to 52
Lord & Thomas	22-23
Louisville Courier-Journal, Times ..	14
McGraw-Hill Book Co., Inc.	101
McGraw-Hill Publishing Co., Inc.	56-57
Messenger Printery	119
Milwaukee Journal	6
Montreal La Presse	76-77
Morris Agency, Inc., William	109
New Process Studios, Inc.	119
New York Mirror	115
New York News	36-37
New York Sun	11
New York Times	13
Philadelphia Evening Public Ledger ..	67
Philadelphia Inquirer	70
Position Wanted "Y," Box 178	111
Position Wanted "M," Box 180	120
Position Wanted "R," Box 182	120
Progressive Farmer	68-69
Providence Journal-Bulletin	5
Redbook	64-65
Retail Ledger Publishing Co.	82-83
Ronald Press Co.	107
Thomas Publishing Co.	123
Thompson Co., J. Walter	8-9
Toronto Telegram	117
United States Printing & Litho. Co. ..	87
Vogue	95
Went Organization, J. A.	120
Weekly Kansas City Star	46

No responsibility is assumed for any omission

Advertising rates: Page \$135; half page \$67.50; quarter page, \$33.75; one-inch minimum, \$14.50; Classified, 75 cents a line, minimum order \$5.75.

acknowledgment of remittances, bank checks, shipping tags, wrapping paper (see chain stores), wrapping twine, adhesive tape for tying bundles and cartons, container of the product (special bottles, for example), carton for the product, label for the product, retail shipping box (clothing stores, for example), shopping bags, paper sacks, shipping cartons and cases."

There is an additional list of five items, although they are not what would commonly be considered containers. They are "the building itself (your story about Lily Cups on Water Street is one of the best exemplifications of that), special unique fronts for retail stores, such as Piggly-Wiggly and Van de Kamp bakeries, salesmen's automobiles (see Life Saver cars, especially), freight cars (now frowned on by I. C. C. Evidently too good)."

+ + +

Convention Dates

Outdoor Advertising Association of America, Roosevelt Hotel, New Orleans, Nov. 19-21.

Associated Grocery Manufacturers of America, Inc., Waldorf-Astoria Hotel, New York, Nov. 13-14-15.

Annual meetings of the Life Insurance Sales Research Bureau and the Association of Life Agency officers, Edgewater Beach Hotel, Chicago, Nov. 11-13.

National Association of Manufacturers, Commodore Hotel, New York, Dec. 4-5.

• • •

To Publish "Beer and Bar"

Beer and Bar is a new monthly publication starting in December, for the retail beer, wine and liquor trade of Michigan. Offices are at 2601 Barlow Tower, Detroit. Paul Maseman is president, Eldon Baker, treasurer, and John D. McEwen, secretary, of the Beer and Bar Publishing Company.

• • •

New Addresses

Woman's World, advertising department, now located at 461 Eighth Avenue, New York.

F. A. Russo, Inc., photostats, in addition to its other offices in New York, has opened a midtown office at 485 Madison Avenue.

• • •

Appointed by WCKY

Lee Goldsmith has been appointed studio director of station WCKY, Cincinnati. He succeeds James S. Alderman, who resigned to accept a position with the Crosley stations, of that city.

THREE "

INDI

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

WEEKLY NEW YORK

THREE "FIRSTS" AND ONE "LAST" TO CONSIDER WHEN

**SELECTING MEDIA
FOR ADVERTISING
TO OPERATING MEN
IN ALL INDUSTRIES**

INDUSTRIAL EQUIPMENT NEWS

What's New

EQUIPMENT **PARTS** **MATERIALS**

Accepted for mailing at special rate of \$1.00 per copy.

WHAT'S NEW THIS MONTH

NEW

HERE

What's New

HERE

(Accepted Applicant for CCA)

FIRST IN CIRCULATION—Reaching 40,000 active plant operating men . . . all at their request . . . 15,000 more than next publication.

FIRST IN DIRECT EVIDENCE OF ADVERTISING EFFECTIVENESS. By a wide margin producing more direct inquiries than any other similar paper . . . in excess of 48,000 since January 1935.

FIRST IN NUMBER OF ADVERTISERS—Leading its field, again by a wide margin, in advertiser recognition. (246 Advertisers in November.)

LAST IN ADVERTISING COST—Standard effective representation costs only 3/4 to 1/2 of other papers of similar, yet not equal, circulation. Standard advertising representation still available at \$69 to \$75 a month.)

Thomas' Complete Purchasing Service

The combination of **THOMAS' REGISTER** and **INDUSTRIAL EQUIPMENT NEWS** the complete informative service for purchasing activities in continuous use by a major portion of the total industrial and business purchasing power of the U. S.—all lines—Everywhere.

THOMAS' REGISTER

26th Annual Edition

THE BUYERS' MASTER KEY

TO ALL AMERICAN SOURCES OF SUPPLY

Member Nat. Assn. of Mfrs.
Audit Bureau of Circulations

INDUSTRIAL EQUIPMENT NEWS

What's New

EQUIPMENT **PARTS** **MATERIALS**

CLOSING NOW FOR 1936

The annual Register is the **complete file record** for all established products, showing names of all Manufacturers, etc., and descriptive matter for many of them—thus offering the obvious value of a **complete directory** combined with the **most comprehensive collective catalogue**. The monthly "I-E-N" continuously reports new developments as they appear throughout the year, between the annual publication dates of the **REGISTER**.

Thomas Publishing Co., 461 8th Ave., New York

W
B
L